

# Altaz Lavji

Sr. UX UI Designer

A passionate and results-oriented Senior UX/UI Designer with **10 years of experience** in crafting user-centered experiences across web, responsive, and mobile applications and **7 Years working with Figma**. Proven ability to lead the design process, conduct user research, create user flows, and develop high-fidelity prototypes that drive user engagement and business goals. Skilled in various UX/UI design tools and possess excellent communication and collaboration skills to work effectively with cross-functional teams.

## EXPERIENCE

### Citi Bank – Lead UX UI Designer

New York | *September 2021 - December 2023*

- Developed components and implemented guideline documentation for a **design system using Figma** to maintain consistency across multiple product lines, resulting in a **30% improvement in design efficiency** and a **25% reduction in development time**.
- Led and designed creating a dispute for Merchant Installment Loans, from research to development, leading to a **30% reduction in dispute calls**.
- Conducted **user research and usability testing** to gather insights and validate design decisions for adding an authorized user, resulting in a **20% increase in user satisfaction**.
- Led redesign of Virtual Account Number flow for **web, responsive, and mobile applications** that reduced fraud transactions and saved \$27 million on average monthly.
- Took initiative in mentoring junior designers in best design system practices, Figma training, fostering a culture of continuous learning within the organization.
- Designed user personas, long term road maps, wireframes, prototypes, and high-fidelity designs using **Figma**.
- Worked closely with front-end developers to ensure accurate implementation of design specifications and maintain design integrity.
- Collaborated with product managers and stakeholders to define project objectives and priorities, ensuring alignment with business goals and user requirements.

### Endive Infotech – UX Designer

New Jersey | *June 2019 - March 2021*

- Led **SaaS product design** strategy applying **UX research methodologies** to understand user needs and preferences, resulted in a **35% reduction** in user onboarding time and a **20% increase** in user retention.
- Led the design and implementation of **B2B software solutions**, collaborating closely with product managers and engineers to create user-centered designs that met the unique needs of business clients.
- Conducted **stakeholder interviews and user research** to gain insights into the workflows and pain points of B2B users, resulting in

## CONTACT

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## EDUCATION

### Google UX Design Professional Certificate

*Online*

*March 2021 - August 2021*

### M.Sc. Instructional Technology

*Touro College, NY*

*2021 | GPA 3.85*

### M.A in Multimedia and Web Design

*Touro College, NY*

*2019 | GPA 3.75*

### Bachelor of Business Administration

*Madurai Kamaraj University, India*

*2014*

## SKILLS

### RESEARCH

User Interviews, Accessibility Guidelines (WCAG), Usability Testing, Problem Solving, User Research, Communicate Research, Quantitative Data, Heuristic Evaluation, Competitive Analysis, A/B Testing, HCI, Strategic Thinking, Verbal & written communication, Cross-team Collaboration, Agile Methodologies, Organizational Skills

### DESIGN

Design System, User Experience Design, Creative Ideation, Visual Design, Decision-making, Interaction Design, Information Architecture,

streamlined interfaces and improved efficiency for enterprise customers.

- Conducted heuristic evaluations and usability tests to identify usability issues and recommend design improvements.
- Contributed to the implementation of a design system, improving design consistency and efficiency across multiple product teams.
- Facilitated daily stand-up meetings with onsite and offshore teams to maintain efficient Agile project management.
- Trained fellow designers for best practices in the design system and as a Figma expert.
- Presented research findings and design concepts prototypes to stakeholders, **resulted in a 90% approval rate.**

### **ASNA Constructions – Product Designer & Developer**

Texas | *January 2019 - May 2019*

- Designed and developed responsive WordPress website using technologies like **HTML/CSS, and JavaScript** resulted in **25% increase** in new business clients.
- Collaborated with the SEO and marketing team to improve website ranking.
- Collaborated with stakeholders to define project requirements and priorities, ensuring alignment with business goals and user needs.
- Developed a storyboard, user flows, and wireframes created the information architecture, designed mockups based on findings to develop user requirements, and developed the responsive website.

### **Excellence Community Schools – UX UI Designer**

New York | *August 2018 - January 2019*

- Spearheaded a redesign of the 5 different pre-K-12 schools' websites using HTML, CSS, and Finalsite, and achieved an additional **12% of new admissions for the year.**
- Led design aesthetic, style guide, and responsive UX wireframe design as Lead Designer for ECS's website redesign.
- Led **user interviews and usability testing with parents** to empathize with their pain points and needs and validate design decisions, resulting in a **20% increase in user satisfaction.**
- Coordinated closely with the school principals and teachers to incorporate their continuous feedback and insights.

### **Touro College – UX Academic Tutor**

New York | *February 2018- August 2018*

- Delivered over **150 hours of one-on-one mentoring** on two core courses, '[UX/UI Design Principles](#)' and '[Design Thinking and Methodology](#)'.
- Developed and implemented a student feedback system, leading to a **40% increase** in student feedback submissions.

### **Tata Consultancy Services – UX Designer**

Mumbai, India | *December 2011- November 2015*

Attention to Detail,  
Journey Mapping,  
User Stories,  
Prototyping,  
End-to-end product design,  
Wireframing,  
Typography

#### **TOOLKIT**

Figma  
Sketch  
Adobe XD  
Invision  
Miro  
Framer  
Protopie  
Axure RP  
Adobe Creative Cloud  
Jira  
Confluence

Basic Knowledge of:  
HTML,  
CSS,  
JavaScript

#### **HONORS**

##### **Academic Excellence Award**

*Touro College | 2021*

##### **The Synthesizer**

*UX/UI Design Showcase | 2019*

##### **Academic Excellence Scholarship**

*Touro College, NY | 2018*

- Led the redesign of the Telstra Communications website, resulting in a **24% increase** in user engagement and a **32% decrease** in bounce rate.
- Managed a team of designers and developers in the creation of a new e-commerce platform, driving a **20% increase** in online sales within the first quarter of launch.
- Contributed to redesigning the checkout process, reducing cart abandonment by 25%
- Conducted extensive user research and usability testing to understand customer behavior and preferences, resulting in data-driven design decisions that improved user satisfaction and engagement.
- Created accessible designs that met W3C standards and WCAG guidelines.
- Contributed to project brainstorming sessions to visualize complex client strategies for use in key business presentations for target audiences.
- Collaborated with the development team to ensure pixel-perfect implementation of the UI.

## SCHOOL PROJECT

### HotelsOnline – Product Designer

Remote | *March 2021 - present*

- Spearheaded a high-fidelity proof of concept of our mobile app MVP used to raise over **\$50,000 in investments** in 2 months.
- Organized and conducted usability testing and leveraged HotelsOnline's design system to create high-fidelity prototypes using research insights and user feedback.
- Researched and identified multiple user pain points by examining **100+ user reviews, 32 users via survey, and 5 on-site interviews** with property managers to create **3 unique user personas** to help find solutions to the existing user problems.
- Conducted user research, usability testing, and analysis of user feedback to inform design decisions and drive continuous improvement.
- Designed and implemented user interfaces for web and mobile applications, focusing on usability, accessibility, and visual appeal.

## OTHER WORK

### Wipro BPO | Business Associate

Mumbai, India | *January 2010 - December 2011*

### Mphasis an HP Company | Customer Support Officer

Gujarat, India | *September 2009 - January 2010*