

SHAMRAIZ GUL

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PRODUCT DESIGN AND STRATEGY

SKILLS

User discovery & Interviews
Diagramming Journey maps
Creating mockups
Rapid prototyping
Interaction design
Usability testing
Customer personas
Responsive web and mobile design
Establishing desing systems
WCAG compatible design

TOOLS

Figma
Sketch
Axure
Ustesting.com
Invision
Adobe CC

EDUCATION

MASTERS OF DIGITAL MEDIA
Ryerson University
Aug 2015

ITP INNOVATIONS LAB
New York University
July 2015

BSc. SCIENCE
University of Waterloo
Aug 2013

Senior UX Designer

July 2021 - Present

Coalition Inc, San Fransisco - USA

Head the design and experience of Coalition's internal product, used by Coalition employees to create, maintain and observe quotes. This integral tool is used as the primary source of interaction by our sales and support team. In my role, I examine current flows and enhance their functionality. Remove redundant features and empower our internal users to effectively do their jobs. As the head designer for Internal Tools, im also envisioning a complete new redesign of the tool so it can support future enhancements.

UX Design Lead

July 2019 - June 2021

Finastra, Toronto - Canada

Lead the charge across multiple products, to create a brand new UX practice in the Canadian office. This was done through establishing a design system and interaction practices that are modern and accessible. With the combination of new UX standards and better understanding of our users. Usage of online features increased by 250%, with a significant decrease in call centre volumes. This resulted in cost savings of well over \$1M/year. Another aspect of my day to day was to educate senior management and engineering teams on incorporating UX earlier in development and using the feedback to iterate towards a better more retained product.

UX Designer

Jan 2016 - June 2019

Sun Life Financial, Waterloo - Canada

Digital document exchange

Feature introduced in the mobile app to allow members to securely send documents to Sun Life. It was being used incorrectly, resulting in an increased effort for the backend employees. I led the redesign of this.

- Conducted usability testing with 50+ canadians to figure out pain points
- Wireframed, prototyped and tested new ideas for how to introduce the feature in context of the submission being made
- Strategized and mapped the long-term use of this feature
- Call volumes decreased by 60% , with cost savings of \$1.4M+
- The new phase increased document submissions by 450% and decreased incorrect submissions by 50%

Group financial services

I had helped establish design patterns and build multiple tools to help Canadians with their financial well-being

- User interviewed Canadian's on their financial needs and tools
- Created mockups, tested designs and provided annotated wireframes and userflows for multiple retirement projects
- Advocated for customer experience in leadership meetings
- These new tools eased registration of new accounts and increased user contributions in Registered savings accounts by 20%

Other work

UX/Team Lead - LifeLens (Personal)

Jan 2015 - June 2015

User Engagement Specialist - Avatar Secrets,
Ramona Pringle Productions (Freelance)

Sep 2014 – Dec 2014