

Shabia Subhan

UX Product Designer

London, UK

Portfolio

LinkedIn

shabia@outlook.com

+447583042782

Spanning the entire design process from talking to users, prototyping to interactive visual designs I enjoy solving complex UI problems whilst consistently delivering products which meet business objectives.

Skills

UX: User interviews, Idea Generation, User Journey maps, Design Sprint, Problem Solving, Rapid Prototyping, Wireframes, UI Design, Interactions

Code: HTML, CSS, Sass, Git, React, CSS frameworks

Current Tools: Figma, iPad pen sketching, Adobe Suite, Git/Bitbucket, Visual Studio

Experience

Cisco / **Lead UX Designer**

FEBRUARY 2019 - PRESENT, LONDON

- Led the design on [Topology Builder App](#) for complex computer network diagramming
- Designed a human voice/bot app, [dCloud Assistant](#)
- Worked with users to create an image asset library
- Turned and redesigned a web UI into a [mobile calendar app](#)
- Crafted a [feedback community experience](#) to figure out user problems and prioritise features
- Created dCloud technical documentation product design experience with responsive layouts
- Worked with a diverse team of Designers, Developers, Product Owners and Project Managers. Consulted users throughout process
- Utilised design sprints per problem

Cisco / **UX Designer**

NOVEMBER 2013 - SEPTEMBER 2018, LONDON

- Designed and created various apps within the dCloud ecosystem
- Leading the UX experience on dCloud for desktop and mobile
- Redesigned the entire product ground up
- Solved usability and UI problems of complex products
- Designed and built a reusable SASS component library
- Conducted user interviews; testing, research and data analysis
- Coded as a team via repositories
- Presented designs to large audiences including Directors and VPs, plus regular walkthroughs with developers

Digital Spark / **Interaction Designer**

APRIL 2013 - SEPTEMBER 2013, NEWCASTLE UPON TYNE

- Worked alongside Medical Staff in a Oncology clinic to ascertain user and product requirements
- Designed app covering cancer patients' journeys from initial referral to discharge
- Greenfield prototyping (HTML, CSS, JSON, Angular.js, Bootstrap)
- Prototyping using paper, wireframing kits and Photoshop

Gateshead Council / **UX Designer**

SEPTEMBER 2010 - APRIL 2013, GATESHEAD

- Built low and high-fidelity prototypes, wireframes, storyboards and UI for web/mobile devices based on research, user testing results and statistics
- Conducted real-end user testing of prototypes and system applications
- Improved usability of existing products and sites
- Devised user experience analysis, design and information architecture
- Developed web and content strategies
- Typography, aesthetics, and usable responsive design
- Coded and published all final designs
- Designed in the browser

NHS / **Web Officer**

JULY 2008 - JANUARY 2010, SOUTH TYNESIDE

- Devised wireframes, website maps, content architecture and navigational elements
- Developed internal staff website website
- Worked with healthcare staff to design and architect medical information sites
- Analysing website stats to improve projects
- Graphic and web design
- Winner of Ektron All Star award - Best International Website (non-us) 2008 and runner up on Best
- Won *Ektron All Star Award (Best International Website 2008)* and came runner up for *Ektron All Star Award (Overall Website 2008)* for the staff intranet

Education

Northumbria University / **BSc Hon Computing for Business**
