SADIA HUDA
EXPERIENCE DESIGNER

CONTACT
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Profile: View

EXPERTISE IN
User Experience & Interface
Wireframes
Prototype
Research Methodologies
User Testing
User flows
Mockups
Information Architecture
Data Synthesis and Visualization
Agile and Scrum
Content writing
Cross-disciplinary Collaboration
Informed Design Strategy
Problem Framing
Ethical Considerations

SOFTWARE:
Figma
Sketch
Invision
Adobe Creative Cloud (Photoshop,
Illustrator, andInDesign)
Axure
Microsoft Office
Confluence
Jira

TRAININGS IN:
Agile
Scrum
Gen AI (Google - in progress)

EDUCATION
Bachelor of Fine Arts in
Visual Communication Advertising
2017
Kean University, Robert Busch
School of Design
Union, NJ

Associate of Arts in Media Arts and
Design / Advertising
2009
Middlesex County College
Edison, NJ

PROFILE
Versatile UX Strategist and Designer with over a decade of comprehensive industry expertise. Proven track record of enhancing internal and external products, specializing in developing a robust design system rooted in accessibility principles. Proficient at collaborating with cross-functional teams, leading and inspiring fellow designers and developers. Passionate about crafting innovative user experiences that seamlessly blend aesthetics with functionality.

EXPERIENCE

Lead UX Strategist & Designer at LTIMindtree - New Jersey
June 2022 — Present

As a UX Strategist and Designer, I worked with financial banking clients to enhance internal user experience, collaborating with cross-functional teams to optimize application usability.

Key Achievements:
- Created a Design System for Banking internal products and successfully implemented it across Business units, including Global Funding, Hedge Funds, and Treasury: Risk & Finance Technology.
- Collaborated with product owners and stakeholders to influence the product roadmap by applying UX methods.
- Presented clients with optimal user experience workflows to enhance overall usability.
- Conducted user interviews and research, gaining valuable insights into the client's existing products.
- Facilitated a design workshop to ideate and solve complex problems, encouraging innovation in the UX design process.
- Crafted an information architecture for both current and future states of the application, optimizing content organization and accessibility.
- Designed both low-fidelity and high-fidelity wireframes to visualize and iterate on interface concepts.
- Constructed interactive clickable prototypes for various products, providing stakeholders with tangible and interactive representations of the final user experience.
- Ensured that the design system is compliance with WCAG (Web Content Accessibility Guidelines) to create user interfaces that are accessible to people with disabilities.
- Created form in a design system that is easy to navigate and complete for users with disabilities, incorporating proper labels, error messages, and form validation.
- Supported the internal sales team on UX research and design to understand potential client's needs and preferences, contributing valuable insights to enhancing the sales life cycle and improving customer engagement.
- Supported internal marketing initiatives for the Product Services and Innovation team, providing UX expertise to ensure effective communication and alignment with user-centric design principles.

EXPERIENCE

Junior Art Director (Freelance) at HealthEd Group, Clark, NJ
February 2013 — February 2013

Supported and collaborated with Senior Art Director and Production Manager in planning and executing art design and visual materials including print-ready files, brochure layouts, and conceptual development for ad campaigns.

Key Achievements:
• Supported the Senior Art Director in creating a print Editorial for a critical client using InDesign and Photoshop tools.

Associate Interactive Designer/Producer at Medina Brand Media, New York, NY
July 2012 — December 2012

Under direct supervision of the Senior Creative Director, provided UX and UI design support and assisted in design development for traditional and nontraditional market platforms, designing materials and collateral for social media and other interactive campaigns using Photoshop and After Effect tools. Performed quality assurance methods to ensure quality standards and customer satisfaction.

Key Achievements:
• Played an integral role in several projects, creating presentations for clients using PowerPoint and ensuring process lifecycle is executed on time and within budget.
• Directly supported the Creative Art Director on an in-house project creating a website for urban musicians; using Photoshop tool, to have a platform for local networking and promotion.