



Amira Maruf

Product Designer

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+ Click me!

EXPERIENCE

- **Sr. Product Designer / American Airlines / Mar – Oct 2023**
Orchestrated a comprehensive revamp of Choice Rewards backend operations which directly resulted in reduced handling time for agents by 67-83%, allowing them to manage a higher volume of customer interactions and inquiries. Streamlined navigation, comprehension, and overall usability for agents. This project was instrumental in reshaping stakeholders' perception of the Ventana platform, establishing a precedent for the comprehensive redesign of the entire rewards hub.
 - Achieved a 67-83% decrease in escalated calls through improved user experience.
 - Successfully empowered agents to proficiently manage rewards-related inquiries.
 - Led research and design efforts for the AAdvantage® dashboard redesign.
- **UXUI Designer / Intel Corp. / Jan 2022 – April 2023**
Delivered high-quality developer frameworks to support multiple teams. Brought company projects into compliance with Intel's internal design system. Drove understanding of user and developer needs for AI software products and created the ideal state for the MVP proposal. This project received high praise from the team and national hack-a-thon.
 - Worked as the lead designer on all projects/products; grade 7/10 employee.
 - Completed internal design system beta release within the first fiscal year.
 - Awarded 100% annual performance bonus for exceeding all targets.
- **Associate Product Designer / Paycom / Jan – Dec 2021**
Collaborated with PMs, developers, and QA for product alignment. Worked hand-in-hand with agile teams with short deliverable deadlines. Conducted user testing with existing clients, from multiple personas, to deliver an optimal user experience. Updated products with new functionality for legacy pages and a variety of redesigns within Applicant Tracking Systems + Background Checks.
 - Revamped the global search results page within ATS; increased user retention by 100%.
 - Designed HCM SaaS products for over 4.1 million users.
- **Design Consultant / A.M. Design / Jan 2016 –**
Consults, designs, and implements functional websites and brands for clients. Delivers insights to solve challenges in products and services, both physical and digital. Tripled webpage viewership, formulated marketing strategies through user interviews. Oversees full scope of the design process from ideation to completion utilizing Adobe CC, Figma, Sketch and accompanying tools.
 - Successfully coached clients to secure coveted positions – IBM
 - Facilitated clients' academic pursuits by securing scholarships for UX programs – MICA
 - JetQuest + Premier Strategies + HLV Magazine – Small Businesses
 - SKIPS, Pattern, Brackets, DailyUI – Case Studies

EDUCATION

Feel free to ask about my exhibitions, abroad residencies, and design awards.

LUMA Institute 2023

Design Thinking Practitioner Certification

University of Houston 2017 – 2020

Masters of Fine Arts in Graphic Design, GPA: 3.76 / 4.0

University of Houston 2013 – 2017

Bachelor of Arts in Communications, GPA: 3.47 / 4.0

SKILLS

Product Design, UX/UI Design, Design Thinking, Product Strategy, User Research, Usability Testing, UserZoom, User Personas, User Flows, Information Architecture, Wireframing, Prototyping, SaaS, B2B, B2C, AI, WCAG, Mobile First, Visual Design, Design Systems + Corporate Branding, Interactive Design, Responsive Design, Agile Methodologies, Design Sprints, Atomic Design, Web Development, Eye Tracking, Storytelling, Workshops, Content Design + Writing

TOOLS

Figma, FigJam, Adobe CC, Sketch, Mural/Miro, Draw.IO, Confluence, Jira, Invision, UserZoom, Asana, Microsoft 365, Rally, YouTrack, Dovetail, CRM Analytics, Tableau, Notion, React, Replit, HTML