Amira Maruf
Sr. UX Designer

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+ Click me!

EXPERIENCE

Sr. UX Design Consultant / Concord USA / May 2025 —

Delivering end-to-end UX design solutions for high-profile clients, translating business goals into user-centered digital experiences. As the sole UX designer on the Sally Beauty website rebrand, I modernize legacy systems, create scalable design solutions, and strengthen brand identity while collaborating closely with cross-functional teams to ensure design aligns with strategic business objectives.

- Leading the complete redesign of Sally Beauty's consumer-facing website, impacting millions of annual users and driving a modernized, mobile-first digital experience.
- Creating a scalable design system to unify brand identity, streamline design-to-dev handoff, and enable long-term consistency across web and app platforms.
- Expected outcomes: Improved customer engagement, task efficiency, and conversion rates upon launch (early usability tests indicate higher task completion and stronger brand perception).

Sr. Product Designer / United Airlines / Jan 2024 — APR 25

Spearheaded the redesign of United Airlines' pilot scheduling application, a critical project driven by the recent influx of new pilots. My role encompassed end-to-end design responsibilities, ensuring an efficient and user-friendly experience for our pilots. The redesigned pilot scheduling app reduced pilot onboarding time by streamlining route-learning workflows.

- Lead the design overhaul of the pilot scheduling app, modernizing a legacy system to accommodate increased hiring and training demands.
- Managed multiple projects simultaneously within the pilot scheduling app, ensuring seamless integration and consistency across the board.
- Led the analysis of United's chatbot ecosystem, auditing multiple team-owned AI chatbots to identify redundancies, gaps, and inconsistent user experiences.
- Designed and delivered a unified chatbot framework, consolidating fragmented systems into a single, scalable solution that serves diverse customer needs across departments.

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

Lead the design for video modeling on Intel Geti™ by translating complex AI workflows into intuitive tools that enabled enterprises in healthcare, manufacturing, and retail to build and deploy computer vision models with minimal training. Alongside product delivery, I developed Intel's internal design system, ensuring Geti and other AI initiatives launched with consistent, scalable, and efficient design foundations.

- Led UX for Geti's video modeling workflows, designing features like task chaining, smart annotation, and active learning for enterprise users.
- Built Intel's internal design system beta, providing reusable components that accelerated delivery and improved consistency across AI products.
- 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 in an agile environment to deliver fast-paced updates to Paycom's HCM SaaS platform, used by over 4.1 million users. My focus was on modernizing legacy workflows and improving high-volume HR tools to reduce friction for recruiters and candidates alike.

- Revamped the global search results page within ATS; increased user retention by 100%.
- Overhauled the Background Checks experience, reducing processing time by ~30% and lowering error rates by ~25% through clearer workflows and improved information hierarchy.

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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, Baymard, Asana, Microsoft 365, Rally, YouTrack, Dovetail, CRM Analytics, Tableau, Notion, React, Replit, BazaarVoice, HTML