# Aisha Rahman

UI UX Designer

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## PROFILE

UI UX designer with 5 years of experience designing mobile and web products for fintech and healthcare. Led redesigns that lifted sign-up completion by 24% and cut support tickets by 30%. Strong in user research, prototyping in Figma and building design systems with engineering teams.

## EXPERIENCE

**Senior Product Designer**, Lumen Health Technologies — Jan 2023 – Present
Mumbai, India

- Redesigned patient onboarding after 14 user interviews, raising sign-up completion by 24%.
- Built a Figma design system with 80 components, used by five squads and 12 engineers.
- Ran usability tests with 30 participants and turned findings into a prioritised fix list.
- Partnered with product managers to define success metrics before each design sprint.

**UI UX Designer**, Northwind Payments — Aug 2020 – Dec 2022
Pune, India

- Simplified the bill payment flow from seven screens to four, reducing drop-off by 17%.
- Created interactive prototypes for stakeholder reviews and developer handoff.
- Reduced support tickets about payment errors by 30% through clearer messages.

## CASE STUDIES

**Medication reminder app**, Figma, Maze, user research
aisharahman-example.design/meds

- Researched older adult needs, designed large type screens, and tested them with 12 users for a 4.6 out of 5 ease score.

## SKILLS

Figma | User research | Wireframing | Prototyping | Design systems | Usability testing | Information architecture | Accessibility | Interaction design | Journey mapping | Maze | Miro

## EDUCATION

**M.Des, Interaction Design**, IDC School of Design, IIT Bombay — 2018 – 2020
Mumbai, India

**B.Sc., Multimedia**, University of Mumbai — 2015 – 2018
Mumbai, India

## CERTIFICATIONS

**Google UX Design Professional Certificate**, Coursera — Feb 2020