

# Shafiqah Zulfikar

User Experience Designer

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## SKILLS

### Design

User Research  
Design Thinking & Strategy  
Rapid Prototyping  
Wireframes  
Stakeholder Interviews  
Customer Journey Maps  
User Testing  
Information Architecture  
AI in Design  
Systems Thinking  
User Flows  
User Interface Design

### Tools

Figma  
Adobe XD  
Photoshop  
InDesign  
AutoCAD  
InVision Studio  
Illustrator  
Fusion 360  
After Effects  
HTML & CSS  
Sketch  
Jira/ Confluence

## CERTIFICATIONS

### Stanford Online

UI/UX Design for AI Products

### Springboard career track

Achieved a distinction score (above 90%) in the UI/UX 9 months career bootcamp

### Interaction Design Foundation

Design Thinking : Beginners guide  
User Experience : Beginners guide  
Mobile User Experience Design  
Accessibility : How to Design for all  
User Research : Methods  
Human Computer Interaction  
Behavioral Design

## ACHIEVEMENTS

### Gold Medal - Meritorious Student Award

Convocation 2021 - Undergraduation

### Most Commercially Viable Design Award

Graduation Project 2021

## EDUCATION

MAY 2023  
AUG 2022

### Carnegie Mellon University

Master of Professional Studies  
Design for Interactions

JULY 2021  
AUG 2017

### National Institute of Fashion Technology

Bachelor of Design  
Major : Product Design  
Minor : Communication Design

## WORK HISTORY

PRESENT  
SEPT 2023

### Paycom

#### Product Designer

Primary designer for building Paycom's first mobile chatbot. Collaborated with data scientists, conducted behavioral user research, and formulated strategies for the core user experience.

Developed a Generative AI Assistant tool for Paycom employees to leverage integrated AI support when writing quarterly performance reviews. Focused on creating a system that intuitively automates and pulls in relevant information for the user.

Primary designer for a Time Clock Widget aimed at making the clock-in & clock-out experience faster and more effortless. Validated designs through external usability tests to measure speed and error rates.

JUNE 2022  
MAY 2021

### f1Studioz

#### UI and UX Designer

Lead designer for T- Mobile's (Client) worldwide Internal Customer Experience Management tool that was used by 2000+ employees on a regular basis to gather data on their product performance and analytics.

Extensively worked on interviews, low and high fidelity wire frames, final visual design and conducted usability testing causing a direct increase in use of the tool by 65%.

APRIL 2021  
NOV 2020

### f1Studioz

#### UX Intern

Worked on 7 US based consumer facing projects for IOS and Android in mobile and desktop which involved the end to end product cycle from user research, design iteration to development handover.

MAR 2020  
JAN 2020

### Houzeome Interior

#### Product Design Intern

Conceptualized, ideated and built a range of 4 living room space decor after intensive user research. Built 3D prototypes of lighting systems which was included in the company's quarter year design showcase.

JAN 2020  
OCT 2019

### Anecom Technologies

#### Freelance UX Designer

Thorough study on the pain points prevalent in the current application and later redesigned the user flows to make the application more seamless.