



# Alifiya Naik

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## PROFESSIONAL SUMMARY

- A future forward holistic thinker with diverse experience in research and usability design, shaping design culture in organizations, delivering 6-figure projects that create lasting organizational change and enhance customer satisfaction. 8+ years of experience managing diverse teams in USA, Asia Pacific and MENA and working with C-Suite executives. Passionate about neuroscience and how behavioural science intersects with good UX.

## SKILLS

- T-shaped designer with proficiency in research and UX design
- Adept in Qualitative and Quantitative research aspects
- UX Design, Brand Strategy and Creative UI design systems.
- Understanding of front-end frameworks like HTML, CSS, and React.js and Angular
- Proficient with technical nuances of CMS technologies
- Accessibility compliance in design and technology.
- Product Metrics and Growth hacking via constant A2B experiments and iterations
- Experience with agile design sprints and waterfall development lifecycles.
- Expertise in domains like Ecommerce, Banking, Healthcare and Insurance.

## WORK HISTORY

### LEAD UX DESIGNER AND RESEARCHER

03/2019 to CURRENT

PivotRoots Pvt Ltd, A Havas Media Company | Dubai

- Guided brands like Amazon Seller, Coca Cola, Street View (Google), Amazon Fresh, Liv Young and Narayana Hospitals.
- Currently working on a digital transformation of a healthcare brand which involves simplifying booking appointment flows and architecting and integrating an advanced algorithmic health scoring module within the portal, leveraging multi-dimensional medical data analysis to generate a personalized, dynamic health metric for each patient.
- Orchestrated Design activities across 50+ projects. These include contributing to research sessions, wireframing, UX strategy, site maps and information architecture, customer journeys, and usability testing

workshops. Achieved significant improvements in key metrics, such as conversion rates, engagement, and revenue growth.

- Transformed cross-functional alignment between 7 departments (product, business, design and engineering teams) to drive successful execution of projects in production environments.

### Impact Achieved

- **Optimized User Conversion Funnel:** Achieved 65.5% percentage of audience clicks on key action of Talk to an Expert for a medical pharma website (B2C) Website which involved Qualitative research.
- **Bounce Rate Reduction:** Implemented effective UX enhancements and experimental features, resulting in 20% decrease in bounce rate and improved product purchase by 4% for an B2C ecommerce website. Used combination of mystery shopping and Fly in the wall testing techniques to uncover behavioral insights.
- **Improvement in Productivity:** Using field testing, automation and smart defaults, using the app productivity improved by 4% resulting in ROI of 1.8MN for a B2B hybrid app.

## DESIGN CONSULTANT

09/2018 to 02/2019

Amura Technologies | India

### Efficiency Improvement

- Using contextual inquiries, proposed personalization features on the B2B product (used by 200+ small and medium businesses) which enhanced customer satisfaction and allowed users to use the product in their context of use.
- Raised quality issues and coordinated efforts to bridge gaps in understanding between design and technology team, resulting in 15% improvement in development efficiency & 20% reduction in post-launch bugs.

## LEAD UX DESIGN AND OPERATIONS

10/2017 to 08/2018

Indigo Consulting, A Leo Burnett Company | India

### Established a Design Team from Grounds Up

- Streamlined processes, guidelines, and frameworks to drive design-led impact on various projects. Team contributed to 35% of company's revenue.
- Advise and implement on design language systems for different brands.
- Coach and mentor the team on best practices,
- Conduct Weekly 1:1's and annual performance reviews.

**Efficiency Improvement:** For a General and Life Insurance Website project, using surveys and focus group sessions, influenced strategy and vision of the project, helped improve KPI's like page engagement times to 4 minutes.

## USABILITY CONSULTANT

08/2016 to 10/2017

Manulife Insurance | Hong Kong | Japan | Thailand

**Improved Conversions:** Conducted ethnographic research and usability testing to uncover user pain points in the B2C Term Insurance application journey; leveraged insights to drive optimizations that boosted sales by 10%.

### Digital Adoption Among Agents for a B2B2C app

- Led comprehensive research initiative involving on-site interviews with 25 brokers in Japan.
- Identified critical obstacles to the adoption of digital advisory solutions.
- Insights informed UX/UI enhancements, driving an improvement in broker engagement and app utilization.

## SENIOR UX DESIGNER

05/2015 to 08/2016

Tata Consultancy Services | Mumbai

## LEAD UX DESIGNER

10/2005 to 05/2015

Mphasis An HP Company | India, USA, Singapore

### Hands on UX Designer Role

- Defined project vision, execution, quality, and client relationship as a hands-on UX Designer.
- Leveraged research, qualitative and quantitative analysis techniques to continuously enhance end-user experiences, resulting in a 20% increase in customer engagement and a 15% decrease in user churn rate.
- Manage design feedback iterations
- Collaborated cross-functionally with product and tech teams to seamlessly translate UX vision into technology, ensuring successful implementation of innovative features and functionalities.

## EDUCATION

Bachelors in Engineering | Electronics

G. H Raisoni College of Engineering, India