

Contact

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www.linkedin.com/in/fiz-i (LinkedIn)
[snikfi.com/](#) (Portfolio)

Top Skills

UX & UI design. Wireframing.
Consulting. Agile. User
Research. Styling implementation
in SCSS/CSS/JavaScript.

Certifications

Certified ScrumMaster (CSM) Driving
Licence
Mendix Rapid Developer

Fiz Islami

UX & UI Designer Consultant
United Kingdom

Summary

My background is in UX/UI design, with experience working at Mendix and Cyberdog. My responsibilities at Mendix include following the established Product Canvas design approach, understanding the product vision, creating user personas, mapping out user journeys, and prototyping using UI software in low and high fidelity. I am also responsible for implementing high-fidelity designs and design systems into the Mendix platform through low-code, CSS/SCSS for the web, and React Native JavaScript styling for mobile applications.

At Cyberdog, I developed the fashion label's virtual reality shopping experience and designed virtual merchandise through 3D software. I took a multidisciplinary role, with responsibilities including improving the customer journey on their e-commerce platform through UX design, creating visual assets for various digital channels, and coordinating with marketing, event, and PR teammates.

Regarding my education, I have a Master's degree in User Experience Engineering from Goldsmiths, University of London, where I focused on electives that expanded my technical knowledge, including Interactive Data Visualisation and Digital Sandbox (front-end development). I also completed my Bachelor's degree in, Information & Interface Design (UX Design) from the University of the Arts London, where I completed projects on data privacy and users with disabilities. Throughout my studies, I have gained experience in coding, focusing on HTML, CSS, JavaScript, and React JS, and have worked with agile project management methodologies.

Experience

Mendix, a Siemens business

UX Consultant

April 2022 - Present (2 years 5 months) London, England, United Kingdom

Mendix, a Siemens Business, offers both no-code and low-code software in one integrated platform that enables the development of mobile and web applications at scale.

As a UX/UI Designer at Mendix, we 'Go Make It' by following our Product Canvas design approach. First, we understand the Product Vision -understanding motivations, use cases, the audience, roadblocks and the client's business goals. Next, we create User Personas to build empathy. Then map out our User Journeys, representing the user's steps to engage with a business process. Finally, we prototype in low & high fidelity using UI software.

Another aspect of my role is Design Implementation. I implement high-fidelity designs, and design systems, into the Mendix platform through Low-Code, CSS/SCSS for web, & React Native JavaScript styling for mobile applications.

We follow Agile project management, applying Scrum, allowing clients to review our progress regularly and ensure increments are on track based on the specification and user stories.

Cyberdog

4 years 6 months

Designer

August 2020 - March 2022 (1 year 8 months)

London, United Kingdom

My role at Cyberdog was multidisciplinary. Responsibilities included:

- Developing the e-commerce website by improving customer journeys through UX
- Suggesting creative solutions to drive engagement with content, conversion and brand experience
- Designing 3D virtual clothing
- Creating visual assets for all digital channels including email marketing, social media, app and website.
- Planning and hosting live and virtual events
- Coordinating with marketing, event and PR teammates
- Assisting in post-production of images and videos for online use
- Reviewing competitors and keeping up to date with the latest trends in fashion
- Delivering results under tight deadlines in a fast-paced environment

I worked on the development of Cyberdog's virtual shopping experience, designing virtual merchandise through 3D software Marvelous Designer and Blender.

Education

Goldsmiths, University of London

Master of Science - MSc, User Experience Engineering. Grade: Distinction.

University of the Arts London

Bachelor of Arts - BA, UX Design, Information & Interface Design. Grade: First Class Honours.

View my full CV at snikfi.com/cv