



BESNIK AJAZI

SENIOR UX-UI PRODUCT DESIGNER

CONTACT

(202) 813-6812

besnikajazi@gmail.com

https://uiguru.guru/index.html

353 O St SW Washington, DC 20024

PROFILE

Experienced Senior Product Designer with over 10 years of expertise in seamlessly integrating business objectives with user-centric design. A specialist in UI and UX design, adept at wireframing, prototyping, and conducting usability tests. Proven track record across diverse industries, including science, research, aviation, and government. Passionate about enhancing digital experiences through a holistic understanding of user needs and industry trends.

WORK EXPERIENCE

Senior Product Designer - supporting International Trade Administration October 2023 – Present
TENACIOUS SOLUTIONS, VIRGINIA

- Collaborated on internal systems and the ITA website.
- Worked closely with UX researchers to identify users.
- Created a component library for the client's brand.
- Collaborated with clients and developers for user-validated visual storytelling.
- Contributed to B2C services through user-centered design principles.

Technologies: Figma, XD, UI Design, Drupal, A/B Testing, B2C, Mobile Design, Visual Design, User Flows, Wireframing, UX Research, Bootstrap 5, Prototyping, Google Analytics, Crazy Egg, Microsoft 365, Jira

Senior Product Designer - supporting National Science Foundation December 2022 – October 2023
VMD CORP, VIRGINIA

- Translated concepts into tangible designs with wireframes and prototypes, following UX principles.
- Improved user experience through customer insights and effective user testing.
- Balanced user needs and business objectives, making strategic resource allocation decisions.
- Achieved a 253% increase in top-of-funnel conversion rates through strategic optimizations.

Technologies: Figma, XD, UI Design, UX Design, A/B Testing, Responsive Web Design (RWD), Visual Design, User Flows, Wireframing, UX Research, Prototyping, Google Analytics, Crazy Egg, Optimizely.

Senior Product Designer - supporting Federal Aviation Administration October 2020 – December 2022
KARSUN SOLUTION, LLC, WASHINGTON, DC

- Led UI design for FAA applications.
- Designed user flows and interactive features.
- Collaborated with engineering for smooth execution.

Technologies: Jira, Operational Dashbard, Strategic Dashboard, Tactical Dashboard, Salesforce, Tableau, Internal and External Apps, InVision, Web Design, Data Visualization, Persona Creation, UX Audits, Responsive Design, Bootstrap 5, HTML, CSS.

UX/UI Designer - supporting Amtrak February 2019 - October 2020
INTERNATIONAL LOGIC SYSTEMS, INC, FAIRFAX, VA

- Collaborated with cross-functional teams to create user-friendly interfaces for web and mobile applications.
- Conducted user research and testing to inform design decisions and enhance the user experience.
- Developed wireframes, prototypes, and mockups, ensuring consistency with brand guidelines.
- Stayed updated on industry trends and emerging design technologies.
- Worked closely with developers to ensure successful design implementation.

Technologies: eCommerce UX, Travel, Design Systems, Responsive Design, UX Mobile, Bootstrap 4, Material Design, Wireframes, Data Visualization, Interactive building blocks, Collaboration, Shape and hierarchy, Motion system.

UI Designer supporting General Service Administration (Sam.gov apps) January 2018 - February 2019
HIGHLIGHT TECHNOLOGIES, LLC, WASHINGTON, DC

- Designed and maintained user interfaces for Sam.gov applications.
- Ensured visually appealing and user-friendly designs to enhance the user experience.
- Upheld brand guidelines for a consistent look and feel across Sam.gov applications.
- Collaborated with cross-functional teams to ensure design alignment with user requirements.

Technologies: Figma, InVision, HTML, CSS, Bootstrap 4-5, Research, User Flow, Brand, Responsive Design, UI, Visual Design, Usability Testing, HTML+ CSS, Wireframes.

Interaction Design Lead for Fulcrum/ Bio Quest App June 2015 - January 2018
FULCRUM AUTOMATION & CONTROL TECHNOLOGIES, WASHINGTON, DC

- Crafted captivating narratives that prioritize the customer's role, fostering strong engagement.
- Designed Fulcrum/Bio Quest App from the ground up, integrating continuous user feedback for a user-centric experience.
- Championed design-led thinking across the organization, promoting user-focused solutions and innovation.

Technologies: Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Client Management, Client Relations, User Interface (UI), User Experience (UX), UI Design, UX Design, AI Design, HTML, CSS, Data Visualization, Dashboards

UX-UI Designer for Cooper Thomas, LLC January 2015 - June 2015
COOPER THOMAS, LLC, WASHINGTON, DC

- Conducted user testing for iterative design enhancements.
- Led interaction and visual design for QIS web app.
- Designed data capture and analysis tools.
- Conducted prototyping and usability testing for efficiency.

Technologies: Responsible for the user-research, interaction design, and visual design. Research, User Flow, Brand, Responsive Design, UI, Visual Design, Usability Testing.

Interaction Designer for AIPAC May 2014 - January 2015
CREATIVE CIRCLE, WASHINGTON, DC

- Transformed wireframes into a clickable prototype for "AIPAC Policy Conference 2015" event landing page.
- Garnering qualitative data through user interviews and quantitative data through user testing methods.
- Executed ethnographic and usability studies to evaluate web and responsive design.

Technologies: Responsible for The AIPAC Policy Conference Event page: to notify, invite and register members. IA, User interface, Wireframes, Visual Design, User Journey Maps.

EXPERIENCE

Product Design	15 years
User Interface (UI)	9 years
User Experience (UX)	8 years
UX Strategy	9 years
Usability Testing	10 years
Presentation Design	13 years
Brand Strategy	12 years
User Research	8 years
Wireframes	10 years
Prototyping	9 years
A/B Testing	9 years
Experience Map	7 years
Information Architecture (IA)	12 years
Mobile UX Design	10 years
Banking & Finance	7 years

TOOLS

Figma	6 years
InVision Studio	6 years
Sketch	5 years
Adobe XD	7 years
Adobe Photoshop	13 years
Canva	5 years
Adobe InDesign	12 years
Adobe Illustrator	10 years
Bootstrap 4-5	8 years
Crazy Egg	5 years
Google Analytics	12 years
Adobe Premiere	7 years

TEAM'S COLLABORATION TOOLS

Atlassian Suite	6 years
Microsoft 365	10 years
Google Workspace	10 years
Jira / Scrum	7 years
User Testing	7 years

SKILLSET

I have experience working with teams to brainstorm and whiteboard concepts. I can create wireframes at varying levels of fidelity, and enjoy prototyping ideas. I have some front-end coding experience, and enjoy working with devs to build ideas out.

EDUCATION

MASTER OF FINE ARTS " Film Camera Operation"

"Alba Film" Studio (now called Albanian National Center of Cinematography)

1991- 1993

BACHELOR OF ARTS IN GRAPHIC DESIGN

Academy of Fine Arts of Tirana
"Art painter and graphic design"

1984-1988

CERTIFICATIONS

Graphic Designer
Motion Design

MY WORK STATUS

U.S. Citizen
Active Public Trust