

Mahima Agrawal

UX/UI Designer

(Open to relocate within Canada - presently based in Vancouver, BC)

www.mahimaagrawal.com
agrawalmahima727@gmail.com
linkedin.com/in/mahimagrawal/

SUMMARY

- 2+ years of experience in Product Design and User Researcher roles for software companies like **Nokia (B2B SaaS)** and Excelar Technologies, as well as consumer products.
- I bring strong skills in creating compelling interactive experiences, doing user research, designing wireframes and visual interfaces, and understanding business strategies. I thrive in collaborative, cross-functional teams, balancing technical constraints with user needs to deliver designs that are not only functional but impactful.

WORK EXPERIENCE

Marketing and Design Team Lead - EazyIron

Jan 2025 - Apr 2025

- Created branded visuals and responsive layouts for email campaigns that led to a **20% increase in open and click-through rates**.
- Maintained asset libraries and ensured style consistency across all digital marketing materials, supporting seasonal promotions and client outreach.

Interface & Interaction UX Designer - Nokia

Jan 2024 - Apr 2024

- Led redesign of a troubleshooting workflow and made an easy-to-scan dashboard, reducing steps and clicks, **improving task efficiency by 50%**.
- Collaborated with PMs, developers, and strategy consultants to articulate design concepts and rationales, translate user stories into functional requirements, high-fidelity Figma prototypes, and user flows aligned with product goals.
- **Facilitated discovery sessions and workshops** that align the UX team around clearly defined problem statements and goals.

UX/UI Designer Intern - Excelar Technologies

Jan 2023 - Aug 2023

- Designed and iterated three clinical workflow features from discovery to final prototypes, **improving provider efficiency by 30%**.
- Created and maintained interaction designs with fluid user flows, information architecture, ensuring efficiency and satisfaction across end-user journeys.
- Partnered with cross-functional teams to **evaluate the usability and accessibility** of proposed features, recommending actionable refinements.

UX Researcher - Snack - Video Dating App

Mar 2022 - Apr 2022

- Conducted generative research through **field studies, surveys, and interviews**, identifying critical usability pain points.
- Led user and market research activities and synthesized their results.
- Synthesized findings using affinity diagramming and thematic analysis, **influencing app navigation and flow changes**.

VOLUNTEER EXPERIENCE

Graphic Designer - Loved at Last Dog Rescue

Sept 2024 - Present

- Designed and published over 30 adoption campaign posters, increasing community engagement and **adoption inquiries by 35% within three months**.
- Applied visual storytelling principles to emotionally connect with viewers and drive interest across digital platforms.

Design Mentor - FLUI Hackathon 2025 (hosted by Emily Carr University)

- Mentored three design students during a week-long UI/UX design competition, providing constructive feedback, design critiques, and guidance on concept development.
- Supported participants in **applying user-centered design methods** while using collaborative problem-solving and design thinking.

EDUCATION

Bachelor of Arts, Interactive Arts & Technology

Simon Fraser University
2024

CERTIFICATIONS

AI Foundations for Everyone Specialization

IBM Certificate Course

UI/UX Design for AI Products

Stanford Online
(starting August 2025)

SKILLS

Research

Usability Testing, Affinity
Diagramming, Thematic
Analysis, User
Interviews, Surveys,
Data Analysis

Design

Visual Storytelling,
Wireframing, Prototyping,
Workflow Design,
Interaction Design, UI
Design, Information
Architecture, User-
Centered Design, Design
Systems, Attention to
Detail, Journey Maps

Tools

Figma, Sketch, Jira,
Miro, Adobe InDesign,
Adobe XD, HTML, CSS,
Adobe Photoshop,
Illustrator