

# Mahima Agrawal

## User Experience Designer

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### SUMMARY

User-centered UX Designer with experience designing and optimizing **digital workflows for enterprise products across B2B SaaS and healthcare**. Skilled in translating stakeholder needs into clear user flows, wireframes, prototypes, and design specifications in Figma, while advocating for accessibility and consistency through design systems. Known for strong cross-functional collaboration with product and engineering teams, running workshops, and iterating through research insights to improve usability and efficiency.

### WORK EXPERIENCE

#### Marketing and Design Team Lead - EazyIron

Jan 2025 - Dec 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%**.
- Facilitated design workshops with PMs and developers to align on user stories, translate them into functional requirements, and communicate design rationale through clear user flows and concepts tied to product goals.
- Created user flows, wireframes, and interactive Figma prototypes, iterating on designs based on feedback and usability considerations.

#### 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%**.
- Helped **evolve the design system by identifying gaps**, refining Figma components, and applying standardized patterns to improve consistency.
- 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 40 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  
(Graduated)

### CERTIFICATIONS

#### AI Foundations for Everyone Specialization

IBM Certificate Course

#### UI/UX Design for AI Products

Stanford Online  
(starting Jan 2026)

### 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