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My design background and personal experiences have instilled in me a strong sense of grit and resilience, which provides me with valuable insights into crafting improved client journeys using the power of technology.”

NATASHA MURJI

HUMAN INTERFACE DESIGNER

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SKILLS

- ✔ Customer Journey Map & Personas
- ✔ User Interviews & Testing
- ✔ Adobe Creative Suite
- ✔ UI Wireframing & Prototyping
- ✔ User Research & Synthesis
- ✔ Additional Software

EDUCATION

2019 - 2021 | HUMBER COLLEGE

Post Graduate Certificate - User Experience Design

2008 - 2013 | MCMASTER UNIVERSITY

B.A - Honours Multimedia and Economics

USER EXPERIENCE & DESIGN EXPERIENCE

New Motto, (Remote)

Digital Advisor Coordinator + Visual Designer | Jan 2019 – Present

- Co-developed a digital maturity report with Canadian Digital Adoption Plan (CDAP) approved grant advisor and contributed metric analyzation which increased productivity of completing reports by 75%.
- Establishing automation techniques in administrative areas for prompt and personalized service which increased stakeholder attendance by 15%.
- Creating a branded library catalogue for CDAP client onboarding process, blog photo collection and educational materials for dental conference.
- Building a centralized database of workflow and training documents, ensuring easy team access and simplifying New Motto's customer onboarding process with CDAP applications.

Evrlinx, (Remote)

Lead UX/UI Designer and Cofounder | April 2020 – April 2021

- Led the sales partnership with Toronto Association of Business Improvement Associations (TABIA) and co-created the logistics strategy.
- Incorporated ideas on the partnership with small businesses and Personal Protective Equipment (PPE) waste management which resulted in revenue and business expansion by 5%.
- Created the colour scheme, logo & email signatures for easy brand recognition to small business customers.
- Facilitated ideation design workshops to co-founders, using an agile process to adapt design strategic changes for growth and received feedback of increased confidence from the team.

The App Labb, (Remote)

Co-op User Experience Design | Jan 2021 – Feb 2021

- Conducted secondary research to create user personas and customer journey maps to better understand end user pain points for mobile application development.
- Mocked up low fidelity informative architecture charts and competitive analysis in Sketch, to speed up the process and review competition's user interface and niche specialization features.
- Contributed to the accessibility document to encourage more compliancy and usage of the Accessibility for Ontarians Act (AODA) standards for 2021.

UX HACKATHONS

1st place, (Remote)

DMZ Hack the Curve | Design Competition

- Created a Figma prototype that visually demonstrated the concept of a digital marketplace.

2nd place, (Humber College)

Hydro One Hackathon | Design Competition

- Co-Lead the team in creating an energy efficient design application incorporating gamification.

International (Remote)

UX Kitchen Covid-19 | Design Challenge

- Conducted UX research and developed an accessible messaging system on mobile phones, allowing for timely Covid-19 information delivery to individuals with hearing impairments.