

HAJRA RAUF

USER INTERFACE | USER EXPERIENCE DESIGNER

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www.hajrarauf.com

SKILLS

Prototyping Tools

Figma
Adobe Creative Suite
HTML/CSS
Java Script

UX Methods

Persona
Storyboarding
User flows
Usability Testing
Experience Prototyping

Design

Interaction Design
Visual Design
Data Visualization
Animations

Languages

English
Norwegian
Hindi

WORK EXPERIENCE

User Researcher
Designership

January 2023- Present

Led the design team in creating new design concepts, prototypes & solutions that support & improve overall user experience of different products + services. Collaborated with cross-functional teams throughout the design process

Digital Designer
Max Auto

December 2016 - April 2019

Digital Designer at Max Auto, responsible for website design, mockups, prototypes, and visual assets. Focused on usability, simple animations, and close collaboration with developers to support the company's digital presence.

UX Designer (Part Time)
Jumeirah Hotels & Resorts

November 2013 - December 2014

Led the design of the responsive website flow for the package checkout experience in a team of researchers and designer. Created streamlined design under various constraints. Managed the project progress.

Designer
Delwood / Sharmila Dance

November 2008 - November 2013

Instrumental in visualizing, planning and designing animations in flash in the form of web designing and developing interactive CDs, whilst ensuring strict adherence to organizational policies and procedures.

EDUCATION

Noroff School of Technology and Digital Media
UX & UI Design (2-year program)
2023 - 2025

Diploma in Graphic Design

Lynda.com

Web Development Foundations: Full-Stack vs Front-End

Storytelling for Designers

Diploma in Digital Marketing, Digital Marketing, 2011 - 2011

Activities and Societies: SEO, PPC, Email Marketing, Display Marketing,

Adwords, Social Media

Overcoming Procrastination

Research

User interviews, Usability Testing, Affinity Mapping,
Observation, Contextual Inquiry