


# Umer Tahir

UX/Product Designer based in Calgary 

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I'm passionate about exploring the intersection of empathy and business needs to design user experiences that are as dynamic as the people who use them.

## Expertise

### Research and Strategy

User research (interviews, surveys, usability testing), competitor analysis, gathering design requirements, information architecture, future casting for design scalability, user flows

### Design

Wireframing, prototyping, interaction design, design mentoring, creation and management of design systems, UX writing, Figma, Adobe Creative Suite

### Analysis and Validation

A/B testing, data driven design, analytics, accessibility compliance, design QA and validation

## Education

**UX Writing - Certification - UX Content Collective - 2021**

**Bachelors of Communication Studies Degree - University of Calgary - 2015**

**New Media Production and Design Diploma - Southern Alberta Institute of Technology - 2007**

## Experience

### Mawer Investment Management—UX Designer 2019-2024

Owned UX strategy to deliver research based initiatives and enhancements to a portal, app, internal and Salesforce based servicing platforms. Led the creation of a design system across all digital touchpoints and championed a culture of UX into the delivery process.

#### Primary focus

- myMAWER (client facing portal and app) - stakeholder interviews, usability testing, wireframing, prototyping, UI design, data analysis, metric capture, UX writing, QA validation
- trade&MAWER (front end layer to SimCorp) - stakeholder interviews, wireframing, prototyping, design strategy, metric capture
- i99 (organizational data repository) - stakeholder interviews, wireframing prototyping, metric capture, design strategy
- Salesforce (client servicing platform) - wireframing, prototyping, UI design
- Mawer.com (client facing websites) - wireframing, prototyping

#### Notable achievements:

- Achieved a CSAT survey score increase from 3.9 to 4.4 through a redesigned portal experience
- Reduced delivery time for front-end development and marketing content by 130% through a portal redesign
- Achieved a 7% quarterly increase in event attendance through newly designed promotions based components in the portal experience
- Reduced investment trading time by 40% through an internally developed custom front-end tool integrated seamlessly with SimCorp

### Trigger Communications—Digital Art Director 2015-2018

Worked collaboratively with a content designer to wireframe and prototype solutions based on user analytics, data analysis, and conversion funneling techniques. Iterating and pushing concepts to high fidelity and A/B testing to optimize experiences through iteration.

### ZGM Collaborative Marketing—UI/UX Designer 2008-2013

Worked under impeccable leadership/mentorship to develop hand crafted digital experiences. Advocated user-centered design principles to create business impact through research and iterative prototyping.