

# Diyora Said

Senior Product Designer

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## Tools & Technologies

Figma

Adobe CC

Sketch

InVision

Zeplin

HTML/CSS/JavaScript

## Industry Knowledge

User Interface

User Experience

Interaction Design

Wireframing

Rapid Prototyping

User research

Design thinking

Strategy and vision

presentations

User flows

Concept sketching

Wireframes & mockups

Illustration & UI graphics

Competitor analysis

Journey maps

Storyboards

## EDUCATION

### Academy of Art University, San Francisco

Master of Arts, September 2017 – May 2019, School of Graphic Design and Digital Media

### Baltic International Academy, Riga, Latvia

Bachelor of Arts, September 2006 – June 2010, School of Graphic and Computer Design

## EXPERIENCE

### Senior Product Designer / CSAA Insurance Group, a AAA Insurer

March 2020 – present, Walnut Creek, CA

- . Collaborated with designers, engineers, and stakeholders on the redesigning experience for MyPolicy 2.0.
- . **Promoted to Senior Product Designer, Sept 2021.** Collaborated with cross-functional teams to design, test, and launch the EZQuote, a consumer-facing online quoting platform that supports Auto and Property quoting.
- . Delivered wireframes and end-to-end flows and solved complex UX problems in EZQuote: editing a quote, driver/vehicle assignment, updating the monthly premium, editing quote summary, bundle, and bind. Designed visuals for desktop and mobile from ideation to launch.
- . Contributed to the CSAA Genesis Design System. Designed and delivered icons, illustrations, animations, components, and design patterns for desktop and mobile devices.
- . Worked on the Mobile MyPolicy integrated mobile application.

### UI/UX Designer / The Port Workspaces

Sept 2019 – Feb 2020, Oakland, CA

- . Produced style guidelines defining a brand's visual design identity.
- . Developed corporate website by working with the stakeholders incorporating user researches, web usability, heuristic evaluations, and usability test findings.
- . Created marketing materials, sketches, wireframes, and mockups.
- . Managed cross-media projects involving rebranding, illustrations, UI design & development.

### UI/UX Designer / Kartmon Technologies

Nov 2018 – Sept 2019, San Francisco Bay Area, CA

- . Developed mockups, UX flows, and wireframes for the HRM platform by collaborating with the product, development, and project management team.
- . Contributed to company rebranding by designing a logotype, brandmark, and company website using UX design.
- . Assisted with creating a strategy for the board, marketing, and sales presentations in collaboration with the owners and sales teams.
- . Produced and edited a range of visual assets, including photo retouching, icon creation, and illustrations.