Ona Mumtaz
UX & Graphic Design

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EXPERIENCE

UX DESIGNER — Ancera | *Remote*   APR 2021 - MAR 2023
- **Launched** 2 mobile apps, web app redesign, and patented hardware technology updates using a self-designed, comprehensive design system on Figma.
- **Achieved >75% customer satisfaction** by **introducing UX research deliverables** such as feature prioritization, information architecture, journey mapping, and empathy mapping to product management workflow.
- **Built strategy** for intuitive, easy-to-use mobile apps that translated complex biotech and agro-industry services into quality user experiences.

UX & GRAPHIC DESIGNER — Freelance | *Remote*   MAY 2008 - *ONGOING*
- **Directed** and **executed comprehensive design services** including user research, information architecture, visual design, branding, marketing, strategy, wireframing, prototyping, and usability testing.
- **Applied empathy** and **human-centered design** methodologies to develop successful digital products and services that reduce cognitive overload leading to a **30% decrease in user frustration** and a 20% increase in user productivity.
- **Facilitated** and **led team meetings** on group projects to ensure alignment on design strategy from concept to production, resulting in a **25% increase in project efficiency** and a **10% reduction in design errors.**

PACKAGING DESIGNER — Home Essentials | *Jersey City, NJ*   MAR 2019 - MAR 2020
- **Accomplished 25% increase** in sales after researching market, analyzing trends, and **developing packaging designs** for home goods and products.
- **Implemented new organizational processes** that improved the success rate of finished products resulting in a 20% decrease in project turnaround time.
- **Created cohesive packaging campaigns** across prior client Magnolia Bakery's product lines, contributing to unified brand identity and facilitating recognition.

PRODUCT DESIGNER — Enchanté Accessories | *New York, NY*   APR 2017 - FEB *2019*
- **Successfully introduced** Trello and Notion across teams, enabling the implementation of **agile methodologies**, leading to improved project delegation.
- **Designed** products from concept to production for high visibility clients, including Nicole Miller Disney, and Catharine Malandrino.
- **Ensured successful** turnaround of products by coordinating with factories and providing detailed product spec documents.

GRAPHIC DESIGNER — Tai Ping Carpets| *New York, NY*   JAN 2015 - JUNE 2015
- **Designed** press hits to be compatible across digital usage, from e-mail to web.
- **Increased CRO** of email marketing with Mailchimp.
- **Designed** tearsheets, press releases, Mailchimp templates, and brochures.

DIGITAL DESIGNER — Cartonomy | *New York, NY*   MAY 2014 - DEC 2014
- **Designed** graphics, typography, and illustrations across digital, marketing, print, and social media campaigns.
- **Collaborated** with a team on redesign of website as well as asset creation for web and marketing.
- **Provided branding style guidelines** as well as logo redesign for Cartonomy and parent company Retry LLC.

EDUCATION

GRAPHIC DESIGN
Bachelor of Arts
Susquehanna University
AUG 2019 - MAY 2013

DATA VISUALIZATION
Certificate
The New School
JUN 2022 - SEP 2022

UX DESIGN
Course
General Assembly
FEB 2022 - MAY 2019

FULL STACK WEB DEVELOPMENT
Bootcamp
General Assembly
SEP 2015 - JAN 2016

SKILLS
UX Design, Design Systems, Wireframing, Prototyping, Usability Testing, UI Design, Data Visualization, Web Design, Branding & Identity, Print, Packaging Design, Editorial, Social Media, Marketing, HTML, CSS, JS, SQL, Adobe Creative Suite, Sketch, InVision, Figma, Jira/Atlassian, Notion, Miro, Trello, Content Management Systems