

MARYAM SULAYMAN

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PROFESSIONAL EXPERIENCE

UX/UI Designer & Front-End Developer – Local Surveyors Direct

Winchester, UK | Sept 2023 – Sept 2024

- Collaborated with developers and UX specialists to apply WCAG standards and best practices in user experience to create accessible and user-friendly interfaces
- Conducted user research and analysed feedback from homeowners, surveyors, and administrators to identify usability pain points that informed a full redesign of the Member Control Panel which reduced navigation errors by 25%
- Designed and tested wireframes and prototypes in Figma while running usability sessions that guided design iterations and improved user satisfaction for 400+ active users
- Designed and built interactive cost calculators while applying user-centred design principles to simplify inputs and increase engagement by 34%
- Designed and analysed A/B tests in Google Analytics to validate design decisions which directly contributed to a 20% improvement in conversion rates on high-traffic user journeys
- Supported the Drupal 10 migration by redesigning and testing front-end components to maintain brand consistency and functionality across 4 live customer-facing sites
- Worked in an Agile environment with regular sprint planning and collaborated closely with marketing, development, and stakeholder teams to ensure all design updates aligned with business goals and project timelines

UX/UI Designer – Blueprint Business Technologies

Remote (London, UK) | Aug 2022 – July 2023

- Improved the usability of BBT's internal and client-facing platforms used by over 200 enterprise users across telecom and banking partners
- Designed wireframes and interactive prototypes in Figma for dashboard interfaces and ticketing systems which made them easier to use and increased task completion rates by 25%
- Worked on new concepts for the BBT company website focusing on clearer structure and better accessibility that led to a 30% drop in page exit rates
- Conducted stakeholder interviews to understand workflow challenges and recommended UI updates that better supported their needs
- Created reusable design components and style guides that helped teams build new features faster and keep products consistent which cut development effort by 15%

UX Intern – MG Connections

Remote (Portsmouth, UK) | June 2021 – July 2022

- Worked part-time while completing my degree to gain practical experience in UX/UI design
- Designed Figma mock-ups and wireframes to improve the accessibility and structure of the company's online support platform
- Helped over 1,000 monthly visitors find IT support and troubleshooting information more easily by simplifying user journeys
- Analysed customer feedback and service logs to identify common usability issues which reduced the average time to resolve customer tickets by 18%

EDUCATION

Northumbria University

London, UK | Sep 2024 – Sep 2025

MSc in Web and Mobile Development Technologies (Distinction)

Relevant modules: UX/UI Theory, Experience & Development, Mobile App Development, Web Security, Web Engineering

University of Portsmouth

Portsmouth, UK | Sep 2019 – Jun 2022

BSc in Biomedical Sciences (First Class Honours)

Relevant modules: Statistics, Experimental Design, Data Analysis, Research Methods.

SKILLS & ADDITIONAL INFORMATION

Design: Figma, Adobe XD, Miro, Notion, User Research, User Interviews, Surveys, User flow, Accessibility (WCAG)

Development: HTML5, CSS3, Bootstrap, JavaScript (ES6+), React, Vue, Git, GitLab

Analytics: Google Analytics, A/B Testing

Interests: Volunteering at local charities, Competitive volleyball (national and local level), Chess