Muqtadaa Miandara

UX Design & Research – Web Conversion Specialization

PERSONAL SUMMARY

As a Conversion Optimization Specialist, I develop a deep understanding of the customer journey throughout the funnel and in our different marketing channels. I work collaboratively with cross-functional teams to develop and maintain our product, brand, positioning, and messaging foundation, and ensure all our work is consistent with our overall product marketing strategy. I study users and user behavior to identify new opportunities to improve conversion, prioritize opportunities, and develop quarterly test plans that ultimately deliver on conversion rate improvements and other KPIs. I am a natural problem solver with a highly analytical approach to driving results. I am creative, with an eye for designs that will win in tests. I am highly motivated with a strong work ethic, and I bring strong organizational and communications skills to bear across multiple stakeholders and internal teams to drive action and results.

PERSONAL ACHIEVEMENTS

Bachelor of Arts in Arts, Technology, and Emerging Communications – UT Dallas   **Dec 2020**
  - o   Focus on Visual Design and Production (UX)

RELEVANT EXPERIENCE:

RENT-A-CENTER: Digital Testing and Tagging Specialist   **Feb 2021 – Present**
- Improved user experience by developing and implementing an intake and research process for sub-prime credit-based ecommerce applications.
- Increased conversion rates by designing and prototyping user-centered solutions for enhancing and optimizing the user experience.
- Boosted revenue by conducting A/B and multivariate tests across brands, resulting in increased engagement and conversion rates.
- Gained a deep understanding of user behavior and pain points by conducting user research on-site and through recruited audiences, presenting actionable insights to cross-functional teams.
- Led weekly analytics stand-ups to integrate Agile process with reporting architecture development, resulting in improved alignment with business objectives.
- Improved data tracking and reporting accuracy by directing data layer architecture efforts and communicating business requirements to developers.
- Enabled timely release of builds despite bugs by developing an instant hotfix intake process in Google Tag Manager.

NERDBUTLER.COM: Content Development Intern   **Aug 2019 – Dec 2019**
- Successfully designed and developed a Squarespace website with custom CSS, plugins, and assets, resulting in a visually appealing and engaging user experience.
- Built a social media presence and integrated it with the website, resulting in increased traffic and engagement.
- Produced high-quality and engaging content by writing articles, editing scripts for videos and podcast episodes, and producing and editing various media.

PORT OF PERI-PERI RESTAURANT: UX Consultant & Store Manager   **Jul 2019 – Jan 2020**
- Successfully identified opportunities for differentiation by conducting extensive research on the existing restaurant app market, resulting in a unique and differentiated user experience.
- Contributed to the development of a user-centric approach to design by assisting lead developers in understanding the needs and goals of various user types.
- Created low-fidelity wireframes based on client requirements and user feedback, resulting in a streamlined design process.
- Delivered high-fidelity prototypes with early assets for end-users, resulting in a visually appealing and engaging user experience.

SKILLS:
- UX Design: Prototyping with Adobe XD, Figma, Axure, and Miro.
- A/B Testing and Conversion Rate Optimization (CRO): Experience with Optimizely, VWO, and Google Optimize.
- Visual Design: Proficient in Adobe Photoshop and Illustrator.
- Front-end Web Development: Proficient in HTML5, CSS, JavaScript/jQuery, and React. Experienced in data layer architecture.
- Object-Oriented Programming: Proficient in Java, C++, and Python.
- Digital Marketing and Analytics: Experienced with Google Cloud Platform, including GTM, GA, and Data Studio.

LANGUAGES:
- English: Strong written and verbal skills.
- Hindi/Urdu: Fluent in spoken communication.
- Spanish: Intermediate proficiency in both written and spoken language.