SOLEIMAN RIZVI

UX DESIGNER

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SOFTWARE

Productivity:
Microsoft Office
Google Suite

Design:
Figma
Adobe
Mural

EXPERTISE IN PROGRESS

Research (User Cognitive Analysis, User interviews, Persona creation, Research synthesis)

Design (Wireframing, Information architecture, UI patterns, User flows)

Technical (Prototyping, Responsive design)

Professional (Design communication, Team collaboration, Problem-solving, Deadline management)

Knowledge (UX principles, Design thinking, Industry trends)

EXPERIENCE

Lead Product Designer
GameGrid | FEBRUARY 2025-

- Translated founder vision to modernize outdated tech infrastructure plaguing recreational sports communities into a responsive platform across mobile, tablet, and desktop
- Designed comprehensive digital ecosystem that addresses critical pain points streamlining league administration, player management, real-time statistics, and strategy planning
- Created role-specific interfaces for players, coaches, and administrators with tailored functionality and access to appropriate features

Applied Behavior Technician
SHAPE TO SUCCESS: SPOTSWOOD NJ | JUNE 2023 - SEPTEMBER 2024

- Implemented tailored behavioral interventions for autistic children using reinforcement-based cognitive approaches
- Analyzed and documented client progress through systematic data collection focused on tasks encouraging communication and interaction with technicians and peers
- Identified behavioral triggers and pain points through empathetic observation, adapting strategies accordingly
- Boosted engagement by gamifying learning with visible progress trackers and reward systems

Healthcare App Design Consultant
ASKADOC APP DEVELOPMENT | JUNE 2018 - DECEMBER 2022

- Collaborated with a licensed physician to develop a remote healthcare consultation service for under-resourced Indian communities
- Created culturally sensitive user personas addressing unique regional healthcare barriers taking into account environmental factors, cultural practices, and biases
- Designed intuitive process flows optimized for limited technology access and medical literacy by providing users with direct access to medical practitioners via hotlines and chat rooms.

LANGUAGES

English (Mother tongue)
Urdu (Conversational)
Hindi (Conversational)

EDUCATION

RUTGERS SCHOOL OF ARTS AND SCIENCES | BACHELOR OF ARTS

MAY 2023 PSYCHOLOGY MAJOR | CRITICAL INTELLIGENCE STUDIES MINOR

- I can implement my knowledge of cognitive psychology to design user-friendly interfaces, minimizing user errors and pain points. I used this framework to complete a capstone project in which I designed a medical dashboard that streamlines practitioners' workflows by arranging information architecture in a manner that minimizes cognitive load e.g, practitioners can view urgent patient messages first and patient history/information is made available in one click.
- I leveraged research design patterns to identify the most significant pain points in my user base and remedy them in my design e.g medical practitioners drowning in messages, experience alert fatigue, lack of delegation.
- I enhanced user decision pathways by implementing strategic visual cues that signify both hierarchy and calls to action such as color coding the urgency of notifications and auto prompting routine responses/ delegation.

DESIGNLAB UX ACADEMY

MARCH 2025

- In the foundation phase of my training, I established knowledge of UX fundamentals by learning user-centered design thinking and research techniques, creating a sense of empathy to guide my design process. Pairing this knowledge with learning technical skills such as wireframing, prototyping, and testing gives way to a sound foundation as a designer.
- The academy's career development phase, I developed a comprehensive skill set in utilizing Figma for advanced interaction design including but not limited to using components, responsive design across multiple devices, and user interface animations.
- Finally, with a focus on the professional aspects of design we cultivated an understanding of the significance of collaboration in design via 1 on 1 mentor meetings brainstorming how to further iterate projects and group critique sessions with peers sending and receiving feedback on design.

Capstone Project: Clinical Message Prioritization Dashboard

Designed and prototyped a physician-centered dashboard that transforms clinical workflow through intelligent message prioritization. Applied cognitive design principles to solve documented pain points affecting 87% of physicians.

Key Innovations:

- Color-coded urgency indicators with micro-interactions that reveal patient context on demand
- One-click action pathways reducing cognitive load during high-volume triage
- Smart delegation system with auto-routing recommendations
- Progressive disclosure architecture preventing information overload

Impact: Solution addresses documented inefficiencies where providers waste 30+ minutes daily sorting messages and ignore up to 77% of communications due to notification fatigue.