



Warda Ferdous

PRODUCT DESIGNER

Product Designer with 5+ years experience in creating meaningful user experiences and delightful products that enhance peoples' lives.

wardatulferdous.com

CONTACT

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EDUCATION

BA - Interactive Arts and Technology
Simon Fraser University
Jan 2014 - Apr 2018

FCAT Dean's Honour Roll
Spring 2016

CERTIFICATIONS

Information Architecture
Journey Mapping
Nielsen Norman Group
Oct 2020

Designing for Conversation
Amazon Web Services (AWS)
Jan 2019

SKILLS

Research

Interview
Survey
Design Sprint
Concept Test
Usability Test
Diary Study
Tree Test
Competitive Analysis

Tools

Figma
Sketch
Adobe CC
Invision
Zeplin
Abstract
Overflow
Axure RP

Core Expertise

Design Systems
Persona Creation
Story Boarding
Wireframing
Prototyping
Interaction Design
Interface Design
Journey Mapping
Information Arch.

Platforms

Android
iOS
Web
Voice Assistant
Watch OS

Development

HTML/CSS
JavaScript

EXPERIENCE

PayByPhone | Volkswagen

- **Product Designer**
Jan 2020 - Present
- **User Experience Designer**
Apr 2017 - Jan 2020
- **User Experience Designer Co-op**
Apr 2016 - Apr 2017

Highlights

- Lead multiple projects for Android, iOS, and web and shipped multiple features with fully validated designs targeting users across different geographies and demographics
- Drive cross-team collaborations designers, researchers, product managers, and developers from early stages to implementation
- Built a global design system to enable smooth enforcement of design consistency across all PayByPhone platforms
- Facilitate workshops with stakeholders, develop and execute innovative concepts, create prototypes, execute large-scale usability testing, compile findings and present solutions that solve problems for both parking authorities and motorists while delivering a clear vision for future products and services
- Interviewed candidates for design roles; onboarded new hires and introduced them to PayByPhone's product and design ecosystems

Key Projects

Map Based Parking for iOS and Android

- Improved map based parking experience for cities with dense parking locations such as Vancouver and San Francisco, by introducing clustering at different zoom levels
- Identified issue with visibility of certain parking location data such as zone names and eligibilities to park. Addressed it by introducing tags that discretely capture this information and make it visible to the user in a very distinct, clear, and concise manner
- Designed parking availability feature on maps to help motorists locate empty parking locations

End-to-End Android App Design

- Designed the entire end-to-end experience for the native Android app as the sole designer in the Android team and successfully launched in the Google Play store
- Continue to fully own the user experience for the Android platform. The app currently is used in more than 400 cities worldwide and is the highest ranked parking app with 30 million registered users and 30K+ five star reviews

VUI Design for Amazon Alexa

- Researched and self-learned about Voice User Interface (VUI), and designed the entire flow for PayByPhone's Alexa integration
- Worked collaboratively with stakeholders from Amazon's Alexa team and ensured a successful delivery for PayByPhone as an Alexa Auto launch partner

Halalme - A Halal Food Platform

- **Lead Designer & Co-Founder**
Jan 2017 - Jan 2019

- Co-founded a food locator platform for the Halal food community. Designed and shipped the entire end-to-end experience for Android, iOS, and web applications
- Conducted interviews with the Halal food community, created user flows, interactive prototypes, and facilitated large scale usability tests to validate design
- The mobile applications reached 20,000+ downloads across the Android and iOS platforms with approximately 400 monthly active users
- The app has been featured on popular news media [Daily Hive](#) and nominated as finalists for the [Coast Capital Savings Venture Prize](#)