

LALA JAFAROVA

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WORK EXPERIENCE

Product Designer (Contract)
Rock Your Data

May 2023 - Present

- Designed dashboards and data visualizations for cloud-based data analysis products, translating complex data into actionable user insights.
- Developed and maintained the company's internal design system, ensuring consistency and scalability across company products.

Product Designer
Freelance

January 2023 - July 2023

- Conducted competitive analysis and built a lo-fi prototype for a personal assistant mobile app.
- Conducted user research surveys, interviewed clients and analyzed competitors for the research collaboration platform.

Product Designer
Digital Classifieds LLC - Turbo.az

November 2021 - November 2022

- Redesigned the user account for Turbo mobile app, achieving a call center operational load reduction of 21%.
- Created and maintained design systems for Turbo and Tap mobile apps: style kit, component library in Figma (over 290 components), and design documentation.
- Optimized version control and handoff processes, reducing operational time for the design team by 40%.
- Designed dark mode for Turbo and Tap mobile apps from scratch (20 colours in the palette, over 130 screens).
- Supported junior designer career growth - defined the promotion strategy and converted it into a monthly plan followed by bi-weekly retrospectives, resulting in promotion to the mid-level designer in 9 months.

Design Engineer
Slb (ex Schlumberger)

July 2017 - July 2020

- Conducted user research and transformed insights into design solutions for the B2B SaaS platform development aimed at resource optimization and employers' competency assessment.
- Owned end-to-end design processes, executed and evaluated over 20 projects with an 86% client satisfaction rate.
- Supervised 2 junior engineers with their daily activities until the promotion.

EDUCATION

Uprock School, Moscow, Russia
UX/UI Design bootcamp

January 2021 - September 2021

Azerbaijan State Oil and Industrial University, Baku, Azerbaijan
Bachelor of Science in Geological Engineering (with Highest Distinction)

September 2013 - June 2017

SKILLS

- Design: UX Strategy, User flows, Customer Journey map, Concept sketches, Experience mapping, Wireframes, Prototypes, Mockups, Design systems, Mobile applications design
- Research: User interviews, Usability testings, Persona hypothesis, Competitor analysis, Tree testing, A/B testing, Surveys
- Accessibility: WCAG 2.0, AODA
- Coding: HTML, CSS, JavaScript

TOOLS

- Design: Figma, Adobe XD, Sketch, Miro, inVision, ProtoPie, Keynote, Zeplin, Photoshop
- Research: Useberry, Hotjar, Google Optimize, Lookback, Optimal Workshop
- Project management: Jira, Trello, Slack, Basecamp, Notion
- Programming: Google Firebase, Netlify, Github

EXTRACURRICULAR ACTIVITIES

Raiffeisen bank Design Challenge: Service of the future

- Created a design concept for Banking Service of the Future. Got into the top 12 performers out of 200 participants and presented the final design concept to the Raiffeisen Bank product design team.