**Irfan Mir Lead UX Designer**

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Top performing results focused Experience Designer with a passion for integrating empathy, inclusion, and interactivity into customer experiences. Known for improving efficiency and increasing client satisfaction by identifying and resolving issues and discrepancies. An outstanding communicator, capable of building and leading cross-functional teams, interacting with top clients, delivering presentations, and collaborating across all organizational levels to ensure the achievement of all immediate and long-term company goals.

***Areas of Expertise include:***

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| --- | --- | --- |
| * Visual & Interaction Design | * Artificial Intelligence | * Strategy |
| * Detail oriented | * Prototyping | * Storytelling |
| * Empathy | * Accessibility | * Interviewing |

# Professional Experience

**CONSUMERS ENERGY** • Lansing, MI • February 2022 to Present

**Experience Designer, Low Moderate Income**

I led efforts to tell the story of Low and Moderate Income (LMI) customers, using customer-centric design to inform business strategy and foster empathy-driven, proactive product development. By prototyping new products and facilitating design sprints based on customer feedback, I ensured solutions reached LMI customers before needs arose. In my first year at CE/CMS

Energy, I defined the Experience Design culture, emphasizing inclusive design and accessibility as critical to customer success. Additionally, I advocated for the adoption of Figma and Creative Cloud to establish a uniform style language and reinforce a customer-centric mindset across the organization.

2022 onwards projects unavailable to share publicly in portfolio due to Michigan regulatory policy. Further details may be described in private.

* Spearheaded the design and delivery of user interviews, visual stimuli, and stakeholder-aligned sprint plans for LMI communities, shaping iterative prototype development and a customer-centric approach.
* ﻿Developed a large-scale "Mindset Map" in Figma, mapping customers' experiences beyond product interaction, which influenced senior leadership presentations and product ideation.
* ﻿Conducted user testing and journey mapping to redesign digital prototypes and marketing materials, driving a 7% increase in unique visits and a 21% reduction in bounce rates.
* ﻿Designed interactive personas and participated in stakeholder workshops, leading to the development of new product strategies and aligning key business functions on a unified customer-focused

**KUTTLE, INC. / WILLOMY** • Okemos, MI • February 2018 to Present

**Experience Designer**

From 2018-2022, I stepped up for my family and took care of my disabled grandmother while maintaining my design prowess, I worked as a consultant for local clients. I developed strategy for more human-centered experience design. Wrote and presented on strategy towards greater investment in the user.

* Thoroughly consulted 8 clients in accessibility, user experience, visual, brand, and Font-End Design & Development in a consulting role.
* Consulted Veteran of The Navy on Information Architecture and Front-End Development.
* Worked on visual and brand strategy for South Asian Women Association.
* Wrote essays on Human Experience Design and Development techniques including hierarchy of innovation and presented on techniques to clients for a people-first methodology towards creating products.

**ADDIS ENTERPRISES** • Lansing, MI • January 2017 to February 2018

**Experience Designer & Accessibility Expert**

Utilized expertise in WCAG and Front-End Development/Universal and Inclusive design principles to steer prototype and website design toward greater user empathy, inclusion & accessibility, serving thousands of registered & active users on a weekly basis.

* Designed and implemented innovative strategy to identify and resolve accessibility and usability barriers particularly focusing on identifying harm to the user and ease of the solution balancing and prioritizing the needs and benefit of all stakeholders, and co-delivered presentations at 3 industry conferences.
  + Used strategy to launch 60 courses, resulting in a 40% reduction in time spent in accessible course development, towards maximizing profits and efficiency for the business and delivery of educational material.
* Spearheaded remediation of company’s largest client’s courses into highly accessible and interactive experiences.
* Served as key influencer, motivating leadership and coworkers to improve company culture regarding design and development workflows growing through feedback and fostering a culture for Human-Centered Design & Development.
* Played a key role in development and launch of large-scale websites, including Flint’s FNT Bishop Airport.

**KUTTLE, INC. / WILLOMY** • Okemos, MI • August 2016 to January 2017

**Experience Designer**

Conducted contextual inquiries, interviews, and classical research from a philosophical perspective regarding AI, consciousness, and emotions to facilitate goal planning and accomplishment conducting the future of experience design to philosophy of the mind years before Artificial Intelligence took center stage.

* Utilized expertise in JavaScript to simulate AI emotions and expedite goal accomplishment.
* Overcame extensive obstacles to create 2 hi-fidelity prototypes after 100 rounds of iteration of an AI assistant featuring empathy and more meaningful action to refute Searle’s Chinese Room, a thought experiment against

Strong AI.

* Conducted extensive research to improve ability to develop unique, human-centered products.

**USABILITY/ACCESSIBILITY RESEARCH & CONSULTING** • East Lansing, MI • May 2016 to December 2016

**Accessibility Specialist**

Provided strong leadership in writing reports and evaluating products for a wide variety of clients across

multiple industries.

* Provided in-depth consultation to numerous Fortune 500 companies to facilitate building of more inculsive products.
* Consistently increased client understanding and drive to create highly accessible and user-friendly products.

**MICHIGAN STATE UNIVERSITY** • East Lansing, MI • October 2015 to December 2016

**Accessibility Consultant Intern**

Ensured recurring focus on accessibility through in-depth evaluation of University products, campaigns, and purchases.

* Played a key role in development of inclusive, universal design culture leveraging my expertise in prototyping software, UX, and Front-End development to not only outline accessibility and usability barriers but also providing suggestions towards their resolution. This was core in facilitating a way for MSU internal and external experiences to be inclusive and accessible.
* Successfully applied and expanded ability to create engaging user experiences through development of new Admissions, Scholarships, and Title IX websites.
* The launch of the Title IX website is a moment and project I am grateful to work on as it was fundamental for the 100+ Larry Nassar Sexual Assault victims to facilitate their claims and start the work towards justice for members of the Michigan State University and US Gymnastics Team.

**WOLFRAM RESEARCH** • Champaign, MI • May 2013 to December 2013

**User Experience Intern** • August 2013 to December 2013

Provided key leadership in the UX portion of Design & Development of company products & services.

* Performed and integral role in Technical Support Survey system launch.
* Successfully redesigned and built prototype for Stephen Wolfram's Blog.
* Conducted thorough and accurate usability evaluation of company’s first responsive site, Wolfram Solutions.

**User Experience Intern**• May 2013 to August 2013

Successfully championed cause of greater, more accessible UX as first of two company internships.

* Fostered an environment of collaboration across multiple departments and teams, including all levels of leadership.
* Spearheaded optimization of user flow and prototyping of interactions in company’s Premier Service purchasing process, resulting in increased efficiency and profitability.

# Education

**Bachelors of Arts, Experience Architecture**, 2016

Michigan State University • East Lansing, MI

Cumulative GPA: 3.45•Dean’s List: Spring 2011, Spring 2015, Fall 2015, and Spring 2016

Regularly recognized for exceeding performance expectations