**Irfan Mir Lead Experience 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 | * Inclusive Design | * Communication & Collaboration |
| * Attention to detail | * Font-End prototyping | * Storytelling |
| * Empathy | * Accessibility | * Interviewing |

# Professional Experience

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

**Experience Designer, Low Moderate Income**

Crafted and communicated the journey of Low and Moderate Income (LMI) customers to influence strategic and business decisions, leveraging design expertise and interpersonal skills to build empathy for the broader life experiences of LMI individuals. Created and tested product prototypes, ran design sprints, and gathered customer feedback to inform actionable, customer-centric design decisions and enable proactive engagement with new services. In my first year at CE/CMS Energy, I led the establishment of the Experience Design culture, embedding inclusive design and accessibility as essential elements of customer success. Advocated for tech stacks like Figma for component design and Adobe Creative Cloud for a cohesive style language, reinforcing the value of a customer-centered approach across the organization.

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

* Designing sprint plans and, interview strategy, visual stimuli, and conducting interviews to inform iterative prototype development to connect with external partners in LMI communities under a shared, customer-centric strategy developed through stakeholder alignment.
* Wrote the approach documentation, timeline, research plan, and conducted a heuristic analysis informing our Proactive Outreach LMI workstream to detail the strategy of how to meet customers where they are.
* Contributed in prototype design, in Figma, and customer feedback interviews for LMI MVP digital experience for ease of program enrollment.
* Designed a large scale “Mindset Map” in Figma detailing the lives of our customers existing beyond product interaction and independent of a traditional single persona, but of a potentially ever-changing proactive and reactive mindsets as they interact with financial, environmental, and social experiences throughout their lives and at some point interacting with retail products if at all.
* Designed interactive personas, in Adobe Illustrator, featuring life events for Low and Moderate Income customers of all types across Michigan that were core in a board game designed for stakeholder engagement and ideation. Participated in prototyping of stakeholder concepts to be developed on in further workshops. The personas designed were elevated to Senior Officers who used them in their own scorecards and in a presentation with the Board of Directors to tell the progress and necessity of designing for LMI customers.
* Conducted stakeholder workshops to download strategy and demonstrate frontstage, backstage actions, and customer events in a service blueprint for our main Low Income product.
* Conducting studies through usertesting.com to inform digital experience prototype and marketing materials redesign. The digital experience was launched and unique visits increased by 7%, bounce rates decreased, by 21%, and more customers engaged with the page below the scroll fold compared to a previous page that took 9-11 clicks to reach and was undiscoverable online. Marketing materials and consented customer feedback recordings displayed over a journey map highlighted lack of customer facing inclusion and equity. These projects contributed to an improved and functional stakeholder relationship with digital, and product, who owned design components and product strategy, critical to experience design, who would prototype with them, and inform strategy adjustments with them.
* Led design sprints, crafted interview strategies, developed visual stimuli, and conducted interviews to iteratively refine prototypes aligning with customer-centric strategies for external partnerships within LMI communities.
* Authored comprehensive approach documentation, research plans, and conducted heuristic analysis for the Proactive Outreach LMI workstream, guiding strategic alignment to meet customers on their terms.
* Collaborated on Figma-based prototype design and conducted user feedback sessions for an LMI-focused MVP digital experience, enhancing accessibility for program enrollment.
* Designed a “Mindset Map” in Figma to capture customer mindsets beyond traditional personas, illustrating proactive and reactive experiences across financial, environmental, and social contexts.
* Created interactive personas in Adobe Illustrator to depict life events for LMI customers across Michigan, used in stakeholder workshops and elevated to senior leadership and the Board to underscore LMI design priorities.
* Facilitated stakeholder workshops to align on strategy, mapping customer interactions through service blueprints for core LMI products.
* Conducted user testing to refine a digital experience and marketing materials, achieving a 7% increase in unique visits and a 21% decrease in bounce rates, improving cross-functional alignment on digital and product strategies.
* Audited customer journeys to highlight pain points from bill delinquency to digital engagement, fostering empathy and clarifying service gaps.
* Developed aspirational, branded prototypes showcasing potential LMI experiences, inspiring product launches informed by customer research and cross-functional insights.
* Built trust through compassionate customer interviews, amplifying the brand’s presence as a responsive and caring entity within local communities.
* Promoted a culture of empowerment and balance, fostering a supportive environment that values holistic personal and professional well-being.
* Navigated design maturity challenges, establishing standards for stakeholder insights and prototype presentation, ensuring consistent quality in deliverables.
* Demonstrated agility in addressing product challenges, coordinating strategic alignment across leadership, and maintaining a unified product vision.
* Known for creative, compassionate storytelling that aligns stakeholders around human-centered priorities and a shared vision.
* Recognized for knowledge sharing and expertise in Experience Design, Accessibility, and AI, with a focus on enhancing LMI customer experiences across internal initiatives.

**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