



Sunbel Sarfaraz

UX UI Designer

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WORK EXPERIENCE

Cognizant

UX/UI Designer

Amsterdam

April 2024 - present

- Led UX research initiatives to improve the ServiceNow Employee Center for Kantar, conducting user interviews with 20+ users and stakeholders and translating findings into personas, insights, and functional requirements to support the redesign phase.
- Collaborated with UX designers, developers, and product owners in an Agile/SCRUM environment to design wireframes and interactive prototypes in Figma; facilitated UX workshops for Aldermore stakeholders, resulting in a validated final prototype handed over for development.
- Supported UX best practices for the ServiceNow portal for BT Studio, working closely with cross-functional stakeholders to ensure usability, consistency, and alignment with platform standards.
- Organized and led workshops on UX practices and trends resulting in a 20% increase in employee knowledge and application of UX principles.

Hidden Profits Marketing

UX/UI Designer

Amsterdam

August 2021 – March 2024

- Designed websites for customers with a focus on UX and marketing practices, leading to 80% increase in user engagement and 20% boost in online conversions.
- Collaborated with clients to create custom designs, resulting in a 90% client satisfaction rate as measured by customer feedback surveys.
- Contributed to the launch of the company's website builder, resulting in 40 number of successful website launches, and 38% reduction in support tickets related to website maintenance.
- Utilized a comprehensive design methodology to create a captivating website for **Happy Bodies**.

247TailorSteel

UX/UI Designer

Varsseveld

February 2020 - July 2020

- Utilized design thinking methodology to successfully redesign the company's B2B desktop application (Sophia), resulting in a 30% increase in user accessibility and a 25% improvement in overall user experience.
- Collaborated effectively with cross-functional teams to integrate user feedback into the design process.
- Conducted user research and usability testing to gather insights on user behavior and iterate on design.

EDUCATION

The Hague University

Den Haag

Bachelor of Science in User Experience Design / Minor in Project Design for Health / GPA: 8

July 2020

- Relevant Coursework: Human centered design, Psychology in UX, User Research, UX in Business

Het Rijnlands Lyceum

Oegstgeest

International Baccalaureate Diploma Programme

July 2014

- Relevant Coursework: Visual Arts HL, Biology HL, English HL, Math SL, Dutch SL, History SL
- Awards/Honors: IB certificate

LEADERSHIP EXPERIENCE & ACTIVITIES

GEEF (Guatemalan Educational Efforts for a better Future)

Leiden

Co-creator & organizer

2016-2021

- Curated a handmade bag sale, selling 200 pieces and raising €2500.
- Held several 2nd hand sales, selling 100 items and raising €1000
- Successfully raised funds through various events which were used to purchase school stationary and books for 500 children in Guatemala, enabling them to attend school with the necessary materials.

SKILLS & INTERESTS

Computer: Figma, HTML, CSS, Adobe CS, Adobe XD, Hotjar, Google analytics

Languages: English, Dutch, Urdu, Punjabi

Interests: Gardening, Drawing, Graphic Design, Writing & Swimming