# Maryam Richards
Senior Product Designer
**+8 years of experience**

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## Work Experience

**Almosafer (Seera Group)**
Senior Product Designer
May 2021 – Current
+3 years · Dubai, UAE

**Role Overview:**
Senior Product Designer at Almosafer, Middle East's leading travel brand through its omni-channel offerings. Apart of the Flights product team, I worked on several strategic initiatives aimed at enhancing user experience, increasing revenue, and optimizing internal processes.

**Key Contributions and Impact:**

**Fare Families – Upselling Flight Tickets**
- Led the initiative from discovery to implementation, conducting a comprehensive competitor analysis to inform our fare families approach.
- By aligning upsell strategies with customer preferences, this resulted in a **15% increase in upsell purchases**, boosting average revenue per booking and strengthening our competitive position.

**Conversion Rate Optimization (CRO) – Funnel Audit**
- Conducted a funnel audit across web and mobile platforms, identifying usability bottlenecks and optimizing the booking flow.
- Streamlined checkout processes and improved mobile responsiveness, leading to a **10% increase in conversion rate** and driving incremental revenue.

**Add-On Services – Boosting Ancillary Revenue**
- Introduced add-on services as a new revenue stream and led product optimization through continuous experimentation.
- By seamlessly integrating add-ons into the booking flow, **add-on attachment rates increased by 12%, contributing +$2.5M in ancillary revenue.**

**Experimentation Process Optimization**
- Fostered a culture of continuous experimentation by refining A/B testing standards and streamlining processes.
- Collaboration across product teams enabled a **25% faster iteration cycle**, driving data-driven decisions and effective pivoting on successful experiments.

**Standardized Ad Solutions – Cross-Product Team Alignment**
- Worked with product teams to create a standardized design for ad templates, **speeding up ad placement by 20%** and ensuring a consistent user experience across the platform.
- This unified approach boosted ad visibility, **leading to an 8% increase in ad-based revenue** and strengthening airline partnerships.

**Immersion Group (Consultant at Old Mutual)**
Senior UX Designer
Feb 2020 – Jun 2022
2 years 5m · Cape Town

**Role Overview:**
UX Lead Consultant at Old Mutual, apart of the Digital Sales team,focused on optimizing the customer journey for retirement annuities and investment policies through behavioral and rewards-based design to boost accessibility, engagement, and sales.

**Key Contributions and Impact:**

**Increased Conversions by 30%:** Leveraged behavioral design to simplify decision-making through personalized nudges and incentives, resulting in a 30% rise in conversions. This was achieved by breaking down complex financial choices into manageable steps, enhancing user trust and guiding informed decisions.

**Enhanced Engagement by 24%:** Implemented a rewards-based system to encourage long-term investment behaviors, leading to a 24% boost in engagement among new customers and a 15% rise in recurring contributions.

**Reduced Drop-Offs by 25%:** Streamlined application processes for Retirement policies, which decreased drop-offs by 25% and ensured a smoother user journey. Improvements included simplified language and visual aids, enhancing clarity throughout the process.

**Raised Usability and Clarity:** Conducted heuristic evaluations that identified and resolved over 65 usability issues, leading to a 37% increase in task completion success and a 24% reduction in errors, significantly enhancing the overall user experience.

**Grove**
UX/UI Designer
Jan 2018 - Dec 2018
1year · Cape Town

**Role Overview:**
- Worked as a UX/UI Designer consultant, collaborating with clients across e-commerce, social, and recycling industries.
- Evaluated existing products and services to propose data-driven UX enhancements that addressed user pain points and improved business outcomes.

**Summary of Contributions and Impact:**
- Conducted thorough user research, competitive analysis, and usability testing.
- Informed design direction and optimized the user experience, leading to significant improvements in user engagement and product usability.

**EOH**
UX/UI Designer
Sep 2014 to Dec 2017
3yrs 4m · Cape Town

**Role Overview:**
- Transitioned to the UX/UI team, collaborating with senior UX practitioners.
- Worked on various web and mobile applications across client projects.
- Conducted comprehensive audits of existing websites, redesigning them based on specific business requirements.
- Gained hands-on experience while learning and getting certified in UX design.

**Summary of Contributions and Impact:**
- I conducted detailed audits of existing websites and redesigned them according to specific business needs, all while advancing my knowledge and earning certifications

**EOH**
Junior Web Designer
Jul 2014 - Sep 2015
1year 3m · Cape Town

**Role Overview:**
- Began design career at EOH in 2014.
- Supported the web development team by managing CMS applications.
- Provided graphic design and HTML/CSS support for client websites.
- Ensured websites were user-friendly, visually cohesive, and technically optimized.

**Summary of Contributions and Impact:**
- Improved the efficiency of web management processes.
- Resulted in faster website delivery for clients, enhancing overall project turnaround times.

**City of Cape Town**
GIS technician
Jan 2012 - Dec 2012
1year · Cape Town

**Role Overview:**
- Collected, analyzed, and visualized geospatial data to support various projects.
- Created detailed maps, maintained GIS databases, and produced geospatial reports.
- Utilized GIS software such as ArcGIS and QGIS to provide data-driven solutions for decision-making.

**Summary of Contributions and Impact:**
- Enhanced spatial analysis, improving the accuracy of project planning and resource allocation.
- Enabled teams to make informed decisions by identifying geospatial patterns.
- Contributed to a 13% improvement in project efficiency and cost reduction.
- Collaborated with engineers and planners to seamlessly integrate geospatial data into broader project goals, positively influencing timelines and outcomes.

## Education

**Bachelor of Arts Degree**
Univeristy of Western Cape, South Africa
2008 - 2011

**Web Design Diploma**
Academy of Digital Arts, South Africa
2017

**UX/UI Ceritficate**
Adobe
2016

**Google Analytics and Mobile App certificate**
Google Partners
2017

**Digital Marketing and E-commerce**
Coursera
2022

**Graphic Design & Digital EQF Diploma**
Shaw Academy
2018

## Skills

**Design Skills**
User Experience (UX) Design
User Interface (UI) Design
Interaction Design
Visual Design
Behavioral Design
Prototyping (Figma, Adobe XD)
Responsive Design
Design Systems
Information Architecture
Wireframing and Mockups
Branding and Identity Design

**Research Skills**
User Research and Usability Testing
Surveys and Interviews
Heuristic Evaluation
A/B Testing and Experimentation
Analytics and Data Interpretation
Competitive Analysis

**Technical Skills**
Familiarity with HTML/CSS
Basic Knowledge of Accessibility (WCAG) Standards
Familiarity with Agile/Scrum Methodologies

**Project Management Skills**
Stakeholder Management
Project Planning and Execution
Time Management and Prioritization

**Business Acumen**
Understanding of Business Goals and Metrics
Experience with Product Strategy and Roadmapping
Customer-Centric Mindset

**Soft Skills**
Collaboration and Teamwork
Communication Skills (Verbal and Written)
Problem-Solving Skills
Critical Thinking
Adaptability and Flexibility

## Tools

**Design**
Figma · Ai · Ps

**Analytics**
Google Analytics · split · Quantum Metric · tableau

**Planning**
miro · Trello

**Management**
Confluence · Jira Software

**Communication**