

Nadifa Osman

UX / Interaction designer

User Experience designer with a real enthusiasm for User Centred Design.

Work Experience

UK Government - Home Office/ Interaction Designer

November 2021 – August 2022, LONDON

- Designed products and services used in multiple government services.
- Understand the problem space through generative research, synthesizing insights, running ideation sessions/workshops to design a pleasant user experience.
- Designing the Integration of an external payment system within the GOV.UK service.
- Created User flows, wireframes and took part in user research and analysis helping inform the design iterations.
- Contribute and use GOV.UK design system to create high fidelity coded interactive prototypes.
- Continuous feedback from the users through different stages of the problem solving process.
- Collaborated with product teams to identify requirements, help set design priorities, and translate business needs into highly engaging digital experiences.

Bransby Horses / Interaction designer

April 2022 – August 2022, LONDON

- Worked in a multidisciplinary team to help identify a problem Bransby horses charity was facing whilst the project was in a discovery phase.
- Facilitated workshops to identify the problem statement by going through the stakeholder interviews.
- Facilitate cross-functional, collaborative workshops focused on achieving desired outcomes.
- Creating AS-IS user journeys and Proto-personas based on the information gathered through early research.

Wektangle/ Founder and designer

July 2017 – Present, LONDON

- Responsible for the marketing, design and e-commerce management of Wektangle a baby memory keepsake book.
- Designed a physical product from inception to release.

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Education

Plural Sight / HTML and CSS

November 2021 – February 2022, ONLINE

University of Arts / User Experience Design

January – February 2021, ONLINE

Georgia Tech / Intro to User Experience Design

January – February 2021, ONLINE

Middlesex University / BA Business

September 2009 – July 2012, LONDON

Crossways Academy / A-LEVELS

A-Levels Mathematics, Biology, Chemistry, Sociology

September 2007 – August 2009, LONDON

Skills

Design: Miro, Mural, Figma, Sketch, Invision, Wireframing, Prototyping, User flows, User research, Usability testing and Analysis, Persona and Scenario Development, Comparison testing HTML, CSS, Javascript.

Collaboration: Organising sessions/workshops, presentation, detail-orientated, communication & flexibility