HAREEM CHEEMA
hareemcheema.com

education
BACHELORS OF FINE ARTS
Graphic Design,
Minor Business Management
University of the Pacific, *Stockton, CA*
December 2009

CERTIFICATE
User Experience Design
General Assembly, *San Francisco, CA*
March 2014

software skills
MACINTOSH & PC PLATFORMS,
MS Office, Adobe CS — InDesign,
Illustrator, Photoshop, XD, Sketch,
Figma, InVision, Miro, HTML/ CSS

side projects
DESIGNER & PARTNER,
Snapbots Design Lab,
Custom crafts and graphics online shop
April 2012 - Present

professional activities
UX DESIGNER & PARTICIPANT
International Development
Design Summit (IDDS)
*MIT's International Development
Innovation Network (IDIN)
Lahore, Pakistan*
January 2016

TEACHING ASSISTANT
UX Design Course
UC Berkeley Extension, San Francisco, CA
September 2015 - December 2015

DESIGN FINALIST
Health2.0 Developer's Challenge,
Robert Wood Johnson Foundation
ZeroDivide, San Francisco, CA
September 2014

experience
SENIOR UX DESIGNER, T-Mobile, *Seattle, WA*
April 2019 - Present
Serving as an experience lead on T-Mobile's Digital Experience and Strategy team to create data-driven designs focused on billing, plans and account across all customer touchpoints

» Collaborate with business and product leads to deliver strategic and data-driven experiences that meet customer goals

» Lead design vendors to ensure design system and accessibility requirements are met

» Partner with user researchers to test scalable design solutions and enhancements

» Create service design blueprints and user flows to understand customer pain points and optimize our current experiences

» Ensure design consistency by partnering with developers for production reviews

PRODUCT DESIGNER, Wells Fargo, *San Francisco, CA*
April 2016 - January 2018
Served as the principal designer for the redesign of Wells Fargo's Personal and Business Online Banking pages to optimize the customer experience across their digital products

» Presented data driven design mock ups to stakeholders and product managers

» Participated in user testing for feedback on user flows and wireframes

» Curated design sprints to ideate new layout solutions based on user research

» Proposed enhancements to the existing design system to improve usability

LEAD VISUAL/UX DESIGNER, Wells Fargo, *San Francisco, CA*
July 2015 - January 2016
Served as the lead designer on Wells Fargo's Enterprise Marketing team to collaborate on an internal interactive training course

» Presented several interactive design concepts to the core team

» Created a design system and iconography for the different design ideas

» Delivered design assets and storyboards to develop the interactive training

VISUAL DESIGNER, Wells Fargo, *San Francisco, CA*
December 2013 - May 2015
Served as a visual designer on Wells Fargo's Digital Experience Design team to improve the customer experience of consumer-facing sites across desktop and mobile platforms

» Selected and approved imagery for Wells Fargo's digital communications

» Designed data and conceptual infographics to enrich the website experience

» Delivered redline design specifications for interaction designers and developers

» Documented visual standards and guidelines for new design assets

» Collaborated with content strategists and interaction designers to present wireframes, content and graphics to multiple lines of businesses

MARKETING DESIGNER, Intuit's Demandforce, *San Francisco*
November 2012 - July 2013
Served as a designer for the Corporate Marketing team to create both print and digital marketing materials in collaboration with various product managers

» Worked closely with the executive team to create the quarterly All Hands company presentation delivered by the CEO

» Presented mutliple design concepts to cross-functional stakeholders for company-wide product marketing campaigns

» Collaborated with developers on A/B testing of design layouts, button placement, and content to increase click-through rate on the corporate site

» Designed e-mail templates to drive customer care calls to online support

» Deployed targeted e-mail campaigns, in-product web banners, marketing white papers and social media updates for customer support and retention

» Created web banners, e-blasts and stickers for partner marketing