

Hi, I'm Naz Larya.

UX Strategy & Product Design Leader

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EXPERIENCE

Experience Design Lead

Best Buy | Retailer | Oct 2021 - Present

Increased Operating Income by \$15M and reduced manual efforts by over 60% (600 hrs/mo) by introducing and leading a new discovery and design approach to overhaul 20-year-old supply chain tools and processes. Partnered with executive leadership to align on a roadmap for iterative growth and framed KPIs to measure user adoption and engagement.

Designed, documented, and tested a business performance report to share sales and inventory metrics and visualizations with vendors, thereby strengthening their collaboration with Best Buy and reducing manual efforts by 85% (1100 hrs/mo).

Lead Product Designer & Manager

Strive Digital | Texting tool for political & advocacy groups | Sep 2020 - Sep 2021

Guided a team of three developers and transformed team communication and sprint planning by implementing a new task management system (Notion), introducing and leading daily stand up meetings, and prioritizing backlog and feature requests.

Defined product strategy by creating a roadmap based on insights from user interviews and usability testing. Designed and managed development of high-value features, including user onboarding, user permissions, patch a call tool, data import flow, and deliverability reports.

Senior User Experience Strategist

One North, a TEKsystems company | Digital agency | May 2019 - Jan 2021

Led digital transformations for Facebook, Abbvie, Berkeley Research Group, Locke Lord, and Gray Construction, by facilitating research and concepting workshops, conducting qualitative and quantitative research, and leveraging cross-discipline collaboration.

Developed processes and tools to strengthen the UX discipline, elevate work quality and efficiency, and empower other teams to leverage UX resources. *Examples:* hosted Figma and Miro training, created functional specifications templates, built client personas

UI / UX Designer

Ceannate Corp. | Business process outsourcing for Dept of Ed. | Aug 2015 - Apr 2019

Delivered solutions for IonTuition, a student loan management product, including new payment dashboard, user registration flow, and employer contribution feature.

Conceptualized experiences and created documentation for compliance management system, learning management system, and SharePoint sites.

EDUCATION

Loyola University Chicago — BBA, Information Systems

May 2015 | GPA 3.9/4.0, Summa Cum Laude, Interdisciplinary and Business Honors

TRICKS

Discover

Design Thinking Workshops

Competitive Analysis

User Interviews / Surveys

Personas

Journey Mapping

User Stories

Jobs-to-be-done

Analytics

Product Roadmaps

Define

User / Task Flows

Information Architecture

Card Sort

Tree Test

Low-fi Sketching

Co-creation / Ideation

Content Strategy

UX Writing

Design

Wireframing

UI / Visual Design

Prototyping

UI Design

Interaction Design

Design Systems

Usability Testing

Functional Specification

TOOLBOX

Figma JIRA

Sketch Confluence

Invision Miro

Adobe XD Google Analytics

Photoshop Tableau

Illustrator WordPress

InDesign Sitecore