



# Sunbel Sarfaraz

## UX UI Designer

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### WORK EXPERIENCE

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#### Hidden Profits Marketing

Amsterdam

UX/UI Designer

August 2021 - present

- 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.
- Organized and led workshops on UX practices and trends resulting in a 20% increase in employee knowledge and application of UX principles.

#### 247TailorSteel

Varsseveld

UX/UI Designer

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

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#### 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, Bespoke design, 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

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#### 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

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

**Languages:** English, Dutch, Urdu, Punjabi

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