MINAL BAIG

UX Researcher | Product Designer | Psychology

+923114591469 | minalbaig.ux@gmail.com | linkedin.com/in/minalbaig | Portfolio

CAREER SUMMARY

Product Designer with 3+ years of experience across consumer platforms, marketplaces and internal enterprise systems. Background in Psychology with experience in user research, workflow analysis and data-informed design. Interested in Human-Computer Interaction, UX Research and human-centered digital experiences.

PROFESSIONAL EXPERIENCE

Haddad Group - *User Experience Designer* **October 2025 - Present**

- Conducted interviews and contextual inquiry across production, warehouse and creative teams to understand workflows and information needs.
- Redesigned internal tracking and request systems around real team processes and research findings.
- Translated complex operational requirements into interaction flows and high-fidelity Figma prototypes.

Dubizzle Labs - *Product Designer* **December 2024 - October 2025**

- Conducted journey mapping, information architecture reviews and think-aloud usability testing for automotive marketplace products.
- Improved search, filtering and navigation across web and mobile.
- Worked with product and engineering teams to translate research findings into product decisions.

The Entertainer - *Product Designer* **August 2023 - December 2024**

- Conducted user research around trust, motivation, onboarding and reward experiences.
- Designed B2B and B2C journeys involving Mastercard, Visa and Emirates products.
- Converted research and product requirements into user flows and high-fidelity designs.

EDUCATION

Government College University, Lahore - Bachelor of Science (Hons) in Psychology **2019 - 2023**

CERTIFICATIONS

- Google UX Design Professional Certificate
- UI/UX Design - LUMS
- Principles of UX/UI Design - Meta
- Data Analysis with Python

Technical Skills

UX Research

User Interviews, Usability Testing, Survey Design, Contextual Inquiry, Think-Aloud Studies, Affinity Mapping

HCI Methods & Tools

Task Analysis, Cognitive Walkthroughs, Heuristic Evaluation, Information Architecture, Journey Mapping

Research & Analysis

Qualitative Analysis, Quantitative Analysis, Thematic Analysis, SPSS, Python, Pandas

Design

Interaction Design, Wireframing, Prototyping, Design Systems, Figma, Miro

Technical

Python for Data Analysis, HTML/CSS

LANGUAGES

English - Professional, Urdu - Native, German - A2 / Learning