

Riva Fouzdar

UX • UI • DESIGN

I am a designer based in the Bay Area with extensive experience designing and shipping new products. I'm interested in transforming complex problems into **simple and delightful customer experiences** that drive business growth and success.

Work Experience

Workday // Product Designer Oct '21 - Present

- Develop concepts, structures, flows, and UI for new Workday products and features, creating Figma prototypes to share and validate with the team and users
- Closely collaborate with product management, engineering, and research to solve complex, technical problems
- Ensure consistency of interactions, visual language, and interface components across the product

SAP // Lead User Experience Designer Jun '20 - Oct '21

- Designed the entire end-to-end flow, user-tested, and shipped the new SAP Intelligent Retail Planning and Execution product in SAP's industry cloud portfolio, aimed to reinvent the relationship between consumer goods companies and retailers.
- Directly planned, conducted, and synthesized 200+ hours of user interviews, 30+ hours of design thinking workshops with large Fortune 100 players in the CPG industry, and championed the UX research methodology for our product over an expedited timeline.
- Managed the end-to-end user experience from ground up, taking the product from conceptual wireframes to a general release and working in close collaboration with our product owner, PM's, and engineering team.
- Solved complex, technical problems with solutions grounded in user experience and design thinking exercises aimed towards customer satisfaction and OKRs.

SAP.iO // UX Designer - SAP Next Talent Rotational Program Jan '20 - Jun '20

- Conducted product, experience, and marketing design for a new venture founded under SAP.iO, SAP's internal start-up incubator.
- Spearheaded mockups, animations, and content creation for ground-up redesign of customer website resulting in 76% increase in site traffic and 9.6% user growth.
- Designed and deployed venture's response to COVID-19, extending support to our community and reaching hundreds of SAP account executives and potential customers.
- Managed end-to-end implementation, research and over 3 weeks of user testing of admin dashboard enabling customers to manage employee payroll and reduce errors in downtime and processing costs.

Ford Motor Company // Product Designer Aug '19 - Dec '19

- Designed workflow, site map, and screens for Global Mobile App Governance board approval process for internal Ford teams.
- Fellowship with FordLabs team in Ann Arbor to bring Agile best practices and design thinking methodologies back to Consumer Experience IT team.

Groupon // Technical PM Intern May '18 - Aug '18

Uber // People Team Strategy Intern May '17 - Aug '17

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Education

Carnegie Mellon University
B.S. in Human-Computer Interaction
and Business Administration

Skillset & Software

UX/UI

Wireframes and mockups, Hi-fidelity Interfaces, Prototypes, MVP demos, Style specs, Design systems, User story and acceptance criteria

Software

Figma, Framer, Sketch, Adobe CC, Jira, Invision, Balsamiq, Webflow, Motion Animation, 3D Prototyping & Animation for VR

Research

Respondent, Validately, UserTesting.com, E2E and Concept Validation User Testing, Storyboarding, User Stories, Journey/Empathy Mapping, Site Maps, Design Thinking Workshops

Highlights and Certificates

SAP

Campus ambassador and design recruitment for UC Berkeley and Stanford University

Pragmatic Institute

Certified Product Manager

Kappa Kappa Gamma, Delta Xi Chapter Alumni

Academic Excellence Committee, Service Chair