

FATIMA IMRAN

Product Designer

Portfolio: fatimaimran.ca

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Product Designer with 5+ years of experience crafting consumer and loyalty experiences across travel and marketplace platforms. Skilled in end-to-end product design, from customer research and experimentation to polished, high-fidelity delivery, with a track record of driving measurable impact through A/B testing, pricing transparency, and conversion optimization. Strong cross-functional partner and facilitator who brings together Product, Engineering, and Data to shape strategy and ship global experiences across web and mobile.

EXPERIENCE

Product Designer – Super.com | March 2025 – Feb 2026

- Owned design for Travel Market Expansion and Membership initiatives, partnering cross-functionally to operationalize international growth strategy and **drive a cumulative 3.2% increase in contribution per landed international user through localized UX improvements** across currency, language translation, pricing transparency, end-to-end audits of booking flows, and iterative experimentation, including AMEX checkout experiences that clearly distinguished standard purchase paths from Super+ membership enrollment.
- Led **redesign of the Hotel Listing Card to improve pricing transparency, trust signals, and hierarchy through research, usability testing, and A/B experimentation**. In a high-intent segment, gallery engagers **converted 52% higher** than non-engagers; the experience was later rolled out globally.
- Designed localized authentication flows** for international users, including WhatsApp auth, maintaining stable conversion while lifting CVR by 0.6% in Google Hotel Ads segment.
- Integrated AI-assisted workflows into empathy and research synthesis initiatives to speed up qualitative analysis, group themes, and turn customer feedback into actionable product recommendations.

Product Designer – Priceline (Booking Holdings) | March 2022 – March 2025

- Led **end-to-end design of self-service flight cancellation, modification and rebooking flows, translating complex service and policy requirements into intuitive customer experiences** that **reduced call volume by 17.5%, generated \$1.3M in operational savings**, increased CSAT by 400 bps & strengthened customer trust in digital support.
- Spearheaded **redesign of a legacy Customer Care platform to simplify complex end-to-end service workflows, improving usability** for high-volume support teams and contributing to a **12% improvement in call handle time**, a **13.2% increase in First Call Resolution**, and projected **annual savings of \$4M**.
- Redesigned key mobile web surfaces of Priceline's VIP program to make loyalty benefits easier to scan and understand**, using updated components, clearer content hierarchy, and user testing to guide iterative improvements.
- Led redesign of Priceline's Coupons Portal, **consolidating fragmented legacy workflows into a unified self-serve platform** for campaign creation and coupon deployment and management. Reduced operational friction for Marketing Ops and established the company-wide standard for coupon management by 2025.
- Sole designer for FlightPath, Priceline's internal NDC-first post-booking servicing platform, **designing end-to-end agent workflows for exchanges, refunds, cancellations, and schedule changes across airline systems; reduced AHT by 37%** for Flyin NDC bookings, lowered cost-to-serve, and supported migration away from legacy vendor tools.
- Initiated and led a cross-team workshop to **define design quality standards at Priceline**, synthesizing principles around usability, research, systems thinking, and handoff **into a reusable framework** for consistent design decisions and reviews.

UX Consultant, Research and Design – Untangle Agency | October 2021 – March 2022

- Executed end-to-end research and design cycles for cross-industry clients, **translating complex stakeholder requirements into actionable product roadmaps through discovery, interviews, and behavioural research**.

UX/UI Designer – Neurofit VR | October 2021 – December 2021

- Spearheaded **full-lifecycle design of a multi-platform VR healthcare interface, translating complex user needs into intuitive, accessible digital experiences** and establishing a cohesive visual identity across platforms.

EDUCATION & CERTIFICATES

BA, Interactive Arts & Technology, Design Concentration – Simon Fraser University | Dean's Honour roll

Analytics and User Experience – Nielsen Norman Group

Designing Strategy – IDEO U

SKILLS & EXPERTISE

Design & Strategy – UX/UI Design, Product Strategy, Design Systems, Accessibility (WCAG), Conversion Optimization

Research & Analytics – UX Research, User Testing, A/B Experimentation, Information Architecture, Competitive Analysis, Behavioural Interviews, Quantitative Data Synthesis

Tools & Technologies – Figma, Storybook, Miro, Usertesting.com, Adobe Creative Suite, Jira, HTML/CSS, ChatGPT, Claude