FATIMA IMRAN

Senior Product Designer

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Product Designer with 5+ years of experience driving growth, experimentation, and end-to-end product design across travel and marketplace platforms. Proven track record of delivering measurable business impact through A/B testing, pricing transparency, and scalable UX improvements, including 52% conversion lift and $1.3M in operational savings. Skilled in partnering with Product, Data, and Engineering to shape roadmap, define North Star metrics, and ship high-impact customer-facing experiences.

EXPERIENCE

Product Designer – Super.com | March 2025 – Present

- Owned design on Travel Market Expansion & Membership initiatives, partnering cross-functionally to operationalize international growth strategy. Drove a cumulative 3.2% increase in contribution per landed international user through localized UX improvements, pricing transparency, and iterative experimentation across multiple initiatives.
- Led end-to-end redesign of the Hotel Search Card to improve pricing transparency, trust signals, and information hierarchy; drove a 52% lift in booking conversion through discovery, usability testing, and A/B experimentation, with the experiment rolled out as a global quality improvement to increase CSAT, Net Revenue (NR), and membership retention.
- Partnered with PM, Data, and Growth on Travel north-star goals by combining quantitative experiment results with qualitative insights to shape roadmap, strategy, and cross-team initiatives.
- Owned Travel customer interviews, feeding structured insights into backlog grooming and roadmap prioritization, with an explicit goal to improve backlog decisions and roadmap from user insights.
- Operated in a high-experimentation environment with rapid iteration cycles and data-informed decision making.

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

- Spearheaded redesign of legacy internal tool, enhancing UI/UX for optimal efficiency, ensuring well-architected, usable, and intuitive experiences for users, leading to a 12% improvement in call handle time, 13.2% increase in First Call Resolution, projected to result in $4M in annual savings.
- Led end-to-end design of flight self-service cancellation & rebooking flows, reducing Customer Care call volume by 17.5% & generating $1.3M in operational savings; increased CSAT by 400 basis points & strengthened customer trust in digital support.
- Led cross-functional design sprints and end-to-end user research, including usability testing and stakeholder workshops, to define problem spaces, validate new concepts, and align product decisions with user insights.
- Partnered closely with Product, Engineering, QA, Analytics, and Content to translate complex requirements into scalable, shippable experiences and unblock delivery.
- Utilized and contributed to a well-defined and evolving design system.

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

- Executed end-to-end research and design cycles for a diverse portfolio of cross-industry clients, translating complex stakeholder requirements into actionable product roadmaps.
- Orchestrated comprehensive discovery phases, including stakeholder analysis, participant recruiting, and behavioural interviews to provide data-driven recommendation.

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

- Spearheaded the full-lifecycle design of a multi-platform VR healthcare interface, translating complex user pain points into intuitive digital solutions that improved cross-platform consistency.
- Led the transition from low-fidelity wireframes to polished, high-fidelity mockups, establishing a cohesive visual identity that streamlined the conceptualization of web and mobile user experiences.
- Championed inclusive design and WCAG-compliant standards within the organization, resulting in more accessible and usable healthcare experiences for diverse user groups.

EDUCATION & CERTIFICATES

BA, Interactive Arts & Technology, Design Concentration – Simon Fraser University | Deans 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