

FATIMA IMRAN

Product Designer

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Product Designer with 5+ years of experience designing travel products across consumer and internal platforms. I've worked on booking flows, self-service support tools, growth experiments, and operational systems, with a focus on making complex experiences clearer, more trustworthy, and easier to use. Strong cross-functional collaborator who brings together Product, Engineering, and Data to shape strategy and ship at scale.

EXPERIENCE

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

- **Travel Market Expansion & Membership.** Owned the design workstream for international growth: auditing the full booking funnel across markets, identifying where trust and conversion broke down, and iterating on currency, pricing display, and localized flows. Drove a cumulative 3.2% lift in contribution per landed international user through targeted UX improvements and A/B experimentation.
- **Hotel Listing Card redesign.** Led a ground-up redesign of the hotel listing card, driving improvements to pricing transparency, information hierarchy, and trust signals through iterative research and A/B experimentation. Validated design direction through usability testing before global rollout.
- **AI-assisted research synthesis.** Used Claude, ChatGPT, and Figma Make throughout the design process, from synthesizing research and surfacing edge cases to accelerating concept generation and prototyping.
- **Localized authentication flows.** Designed auth flows for international users, including WhatsApp auth, maintaining stable conversion while lifting conversion in the Google Hotel Ads segment.

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

- **Customer Care Migration.** Redesigned a legacy support platform used by high-volume agent teams daily. Conducted research with agents to map friction points, then rebuilt the information architecture around actual workflows rather than legacy system logic, ensuring designs met usability and accessibility standards. Contributed to a 12% improvement in call handle time, 13.2% increase in first call resolution, and projected \$4M in annual savings.
- **Self-service Rebook.** Led end-to-end design of customer-facing flows that shifted call-center volume to self-serve digital channels. Work involved translating fare rules, airline policies, and complex edge cases into intuitive, stress-tested experiences. Outcomes: 17.5% reduction in call volume, \$1.3M in operational savings, 400 bps increase in CSAT.
- **FlightPath.** Served as sole designer on a greenfield internal tool replacing a legacy third-party system for flight post-booking servicing. Designed end-to-end from research through delivery, developing reusable patterns & documentation that supported accurate developer handoff. Reduced average handle time by 37% for NDC bookings and lowered overall cost-to-serve.
- **Coupons Portal.** Consolidated fragmented internal tools for campaign creation and coupon management into a single self-serve platform for Marketing Operations, reducing operational friction and establishing the company-wide standard by 2025.
- **Design quality standards.** Initiated and facilitated a cross-team workshop to define shared design standards at Priceline, covering usability, research rigor, systems thinking, and handoff practices. The resulting framework became a standing reference for design reviews across teams.
- **Priceline VIP Program:** 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.
- **Priceline Packages:** Contributed to improvements across the Packages booking path, including messaging around package-exclusive flight savings, VIP upsell placements, and recent search UX. Supported the work with user research that helped the team better understand how customers perceived the value of booking packages.

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

- **Practitioner Dashboards.** Sole designer at an early-stage healthtech startup, owning end-to-end design for practitioner-facing tools. Designed data-dense dashboards for patient progress tracking, scheduling, and account management, translating complex clinical and administrative workflows into clear, operable interfaces. Built onboarding flows for data import and profile setup, and reporting tools that let practitioners generate custom reports and monitor outcomes over time.

EDUCATION & CERTIFICATES

Designing Strategy – IDEO U

Analytics and User Experience – Nielsen Norman Group

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

SKILLS & EXPERTISE

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

Research & Analytics – User Interviews, Usability Testing, A/B Experimentation, Competitive Analysis, Behavioural Interviews, Quantitative & Quantitative Analysis, Workshop Facilitation

Tools & Technologies – Figma, Figma Make, Prototyping, ChatGPT, Claude, Storybook, Usertesting.com, Adobe CS, Clarity