

Hello! 🙋 I'm Athirah, a digital designer with experience across web, product, brand, and marketing.

[LinkedIn](#)

[www.athiraahs.com](http://www.athiraahs.com)

## Experience

Senior Digital Designer (Product, UI/UX) [GetGo](#) Aug 2024 – Present

- Led the 0→1 design and launch of *ZipZap*'s Subscribe & Share web app, owning the UX lifecycle from wireframes and interaction flows to high-fidelity prototypes and final QA/UAT
- Conducted UX research (user interviews, card sorting, hierarchy validation) to architect *ZipZap*'s website information architecture (IA) and visual system, supporting 1,600+ inbound leads
- Analyzed GA4 user behavior flows and event tracking to identify friction points and optimize the IA of the *Popcar* website, defining technical scope for developers and leading end-to-end QA/UAT for launch
- Designed and launched a Gamification Tracker feature for *GetGo*, increasing CTA engagement from ~50% to 84% and increased user participation
- Developed a responsive design system and scalable UI library, streamlining design-to-dev handoff and participation in Agile scrums to ensure high design fidelity across a three-brand portfolio

Design Intern [GetGo](#) May – Oct 2023, Feb - Apr 2024

- Contributed to the 'GetGo 2.0' visual refresh, assisting in the initial ideation and documentation of brand guidelines and exploring scalable visual languages for the brand
- Developed creative concepts for high-profile partnerships, including McDonald's and SBS, presented and secured stakeholder approval for final campaign directions
- Optimized GetGo's digital design ecosystem by auditing existing assets and developing standardized email templates and in-app specifications to improve visual parity across touchpoints
- Collaborated with cross-functional teams to translate abstract concepts into original visual directions for integrated marketing campaigns and branded collaterals

Design Intern [ElevenYellow](#) Jul 2020 – Jul 2022

- Collaborated with front-end developers and marketers to conceptualize and create wireframes and high-fidelity prototypes for web platforms and SaaS dashboards
- Set and fulfilled creative direction in all stages of the design cycle for multiple SaaS projects – logo creation, branding, social media posts, marketing collaterals, video
- Developed comprehensive brand guidelines for *Botto* and managed the end-to-end digital design requirements

## Skills

0→1 Product Design

UI/UX & Interaction Design

Information Architecture (IA)

Design Systems

Wireframing & Prototyping

## Education

**BA (Hons) Design Practice**

*Graduated with First Class Honours*

2021 – 2024

University of the Arts London,  
Nanyang Academy of Fine Arts

**BA (Hons) Graphic Design  
Communication**

*Completed with Distinction*

Feb – Apr 2023

University of the Arts London