

YASMIN OSMAN

Mobile: 077 32548219 Email: yasminosman7@outlook.com Address: Birmingham, UK

Portfolio: yasminosmancreates.com

Linkedin: <https://www.linkedin.com/in/yasmin-osman-92bb971a1/>

Profile

Product Designer specialising in complex enterprise and B2B products, with experience owning end-to-end design across four internal platforms at BT Group. I translate complex workflows and ambiguous requirements into intuitive, scalable experiences, using research and user insight to inform design decisions and measurable outcomes. Work autonomously, shape product roadmaps, facilitate cross-functional alignment, and influence senior stakeholders across design direction, priorities and scope.

Experience

Product Designer at BT Group | April 2024 - present

- Redesigned the volunteering experience, reducing monthly reporting effort by **87%** and increasing recorded volunteering entries by **3.1% year-on-year**
- Redesigned the wellbeing portal serving **100,000+ employees**, reducing access to critical mental health support from three steps to one for **20% of users**
- Lead end-to-end product design as the sole designer across four complex internal platforms, facilitating discovery workshops, defining requirements and translating ambiguous problems into actionable design opportunities
- Leverage **AI-powered design** tools including Figma Make, Figma Agent, Microsoft Copilot and Claude to rapidly explore concepts, prototype ideas and accelerate design iteration.
- Translated **research** findings and usability insights into design decisions, while independently conducting subject-matter-expert interviews to understand workflows, pain points and user needs
- Simplified **complex operational workflows** through service blueprints, journey mapping, information architecture, user flows and interaction design, creating intuitive experiences across multi-step enterprise processes.
- Expanded the BT Group **Design System** by creating reusable Figma components and collaborating with developers to tokenise components, enabling faster implementation and greater consistency across projects
- Created and iterated high-fidelity prototypes, using usability testing to validate core journeys and refine designs before development; **14/14 users successfully completed tested core volunteering journeys**
- Shape **product roadmaps** alongside Product Managers within an agile environment, balancing user needs with budget, timelines and technical constraints; influence senior stakeholders on design direction, priorities and scope while challenging requirements where necessary

Web Designer at Supergen Biohub | August 2023 - September 2023

- Redesigned and optimised the company website, improving UX and aligning information architecture and visual design with user and business requirements.
- Collaborated with developers to translate design requirements into responsive web experiences, applying SEO and Google Analytics insights to improve site visibility.

Freelance Web Designer | April 2021 - April 2024

- **Led end-to-end website design and delivery** across Shopify, WordPress, Wix and Webflow, translating client requirements and business objectives into responsive digital experiences.

- **Managed client relationships throughout the design lifecycle**, facilitating requirements discussions, presenting design solutions and applying SEO, keyword research and Google Analytics to improve search visibility and website performance.
-

Education

2018 - 2022 Aston University, Birmingham - BSc (Hons) Economics and Management – 2:1

Nov 2022 - June 2023 University of Birmingham UX UI Certificate, Birmingham.

24-week intensive UX/UI programme covering user-centred design, research, wireframing, prototyping, UI development, HTML5, CSS and JavaScript.

Skills

Product Design & Strategy: Product Design · Digital Product Design · Product Strategy · Product Discovery · Design Strategy · Problem Framing · Product Roadmapping · Product Development · Prioritisation · Strategic Thinking · Systems Thinking · Enterprise UX · B2B

Research & Discovery: User Research · Qualitative Research · User Interviews · Subject Matter Expert Interviews · Discovery Workshops · Stakeholder Workshops · Requirements Gathering · Requirements Definition · User Needs Analysis · Usability Testing · User Testing · Research Synthesis · Insight Generation · Data-Informed Design · Analytics

UX, UI & Interaction Design: UX Design · UI Design · UX/UI · User-Centred Design · Human-Centred Design · Design Thinking · Visual Design · Responsive Design · Mobile Design · Web Design · End-to-End Design · Interaction Design · Navigation Design · Journey Mapping · Service Design · Information Architecture · Content Structure · User Flows · Task Flows · Complex Workflows · Accessibility · Inclusive Design

Prototyping & Design Systems: Wireframing · Prototyping · High-Fidelity Prototyping · Rapid Prototyping · Design Systems · Component Libraries · Reusable Components · Design Tokens · UI Patterns · Design Standards · Design Consistency · Scalable Design · Design Handoff

Collaboration & Delivery: Agile · Scrum · Cross-Functional Collaboration · Developer Collaboration · Stakeholder Management · Stakeholder Engagement · Stakeholder Influence · Presenting Design Decisions · Design Critique · Workshop Facilitation

Tools & AI-Assisted Design: Figma · FigJam · Miro · AI-Assisted Design · AI Prototyping · Generative AI · AI Design Tools · Figma AI · Figma Make · Figma Agent · Microsoft Copilot · Claude