

Ayesha-Mae Haughton

Lead UX Designer

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Experienced UX Designer with a strong background in human-AI interaction, complex system design, and digital transformation in agile product teams. Skilled in designing scalable, data-informed solutions for with enterprise-level reliability, usability, and compliance.

RELEVANT WORK EXPERIENCE

Lead UX Designer and Researcher

Mar 2021 – June 2025

Uppsala University, Sweden

- Led UX strategy for two AI-powered mHealth apps, **increasing DAUs by 23%** and **cutting onboarding time by ~1 minute** through redesign of consent and login flow.
- Implemented a **scalable design system** to ensure UI consistency and efficient iteration across product releases.
- **Increased flow completion from 35% to 58%** by simplifying interaction steps, optimizing timing, and tailoring content to user segments.
- Validated and refined interaction logic in AI-personalized educational content to **ensure content relevance, timely delivery, and regulatory compliance**.
- Conducted **journey mapping, usability testing, and applied CRO principles** to resolve recurring friction points, supporting retention improvements.
- **Collaborated cross-functionally** with developers, designers, and product managers in Agile sprints using Jira and Confluence to ensure rapid iteration and regulatory compliance.

Data Analyst

Sep 2020 – Jan 2021

National Magnetic Resonance Research Center, Turkey

- Streamlined data processing workflows using R, improving efficiency by 40% and enabling faster reporting cycles.
- Delivered actionable insights on real-time attention patterns and task success rates.

UX Designer

Jun 2019 - Sep 2020

SGDD-ASAM, Turkey

- Led user research and usability testing for a prenatal education platform aimed at refugee women.
- Collaborated cross-functionally on wireframes and prototypes; refined designs based on feedback from 200+ users.
- Conducted A/B tests and applied CRO principles, improving task completion by 29% and usability scores by 4 points.
- Prioritized culturally sensitive and accessible design for low-literacy and emotionally vulnerable users

Service Designer (Masters Project)

Dec 2017 - Aug 2018

NHS Royal Victoria, UK

- Redesigned cystic fibrosis screening procedures to reduce wait times and improve adaptability.
- Conducted in-depth stakeholder interviews and process mapping; integrated user feedback into service workflow updates.

EDUCATION

PhD in User Experience in mHealth

Uppsala University, Sweden

Mar 2021 – Mar 2025

Google UX Design Professional Certificate

Google Careers (online)

May 2023 – Jan 2024

- Relevant coursework: Dynamic UI Design, Data-Driven UX Research

MSc in Psychology

Newcastle University, UK

Sep 2017 – Sep 2018

BA in Psychology

Bilkent University, Turkey

Aug 2013 – Jul 2017

SKILLS

LANGUAGES

English (native), **Swedish** (conversational – actively improving proficiency)

TOOLS

Design & prototyping: Figma, Unity, Adobe CC

Usability testing & research: Lookback, UserTesting, Maze, Userlytics

Data & analysis: R, Tableau, NVivo, Python (intermediate), SQL (intermediate)

Collaboration & Agile: Jira, Trello, Miro, FigJam

Accessibility & compliance: WAVE, WCAG tools, GDPR compliance platforms

CORE SKILLS

UX research & evaluation: Journey mapping, usability testing, A/B testing, contextual inquiry, heuristic evaluation

Design: Wireframing, prototyping, information architecture, interaction design, responsive design

AI & data-driven UX: Behavioral analytics, trend mapping, data-informed design, AI-human interaction considerations

Agile collaboration: Cross-functional teamwork, sprint planning, stakeholder engagement, iterative design

Scalable UX: Design system development, UI consistency, UX debt reduction, accessibility integration