

Muqaddas Ijaz

Customer Experience & Design Specialist

CONTACT

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ABOUT ME

Experienced in customer experience and design with a strong background in understanding individual needs and delivering tailored solutions. Skilled in communication, collaboration, and guiding others, with proven ability to analyse and improve user journeys. Adept at engaging with diverse audiences, fostering positive relationships, and providing support—skills that translate well into career guidance and student support roles.

PROFESSIONAL EXPERIENCE

Junior Graphic Designer & Content creator | 2024 – 2025

Softu, Liverpool Street

- Supported marketing campaigns by creating digital content and written captions aligned with brand and business goals.
- Analysed engagement metrics and campaign performance to inform content improvements and optimisation.
- Managed multiple projects simultaneously, meeting tight deadlines in a fast-paced environment.

Supervisor, Key Holder | 2022 – Present

Moss

- Supported business performance through sales analysis, reporting, and customer insights.
- Demonstrated strong accountability by managing store operations, prioritising tasks, and meeting targets.
- Led and motivated team members in a high-pressure, fast-paced retail environment.
- Applied customer experience thinking to tailor communication and solutions effectively.

Junior Graphic Designer & Specialised sales | 2023–2024

Villaverde

- Produced digital assets and mock-ups while supporting broader marketing and communication objectives.
- Assisted with presentations and client-facing materials using PowerPoint and visual storytelling techniques.
- Contributed ideas and creative solutions to improve customer-facing communications.

Administrative Support Officer | 2021–2022

(Previous roles include : Barclays HQ Audits 2016–2017 and Sports direct 2017–2018)

EDUCATION

BA (Hons) UX Design |

London College of Communication UAL | 2019 – 2023 | 2:1

A Levels | Havering Sixth Form | 2017 – 2019

Graphic Design (A), Photography (A*), English (B)

GCSE | Little Ilford School | 2012 – 2017 | 10 GCSE A–C