

M RABEET UDDIN

UI/UX DESIGNER & PRODUCT DESIGNER

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EXPERIENCE

Senior UI/UX Designer & UI Developer

The Akkaas, Dubai - UAE | June 2022 - Present

- Lead the design process for various web and mobile applications, ensuring a user-centered approach.
- Conducted user research, including surveys, interviews, and usability testing, to identify pain points and opportunities for improvement.
- Improved user engagement and conversion rates through A/B testing and iterative design improvements.
- Played a key role in enhancing the accessibility of digital products, ensuring compliance with WCAG guidelines.
- Created interactive prototypes to validate design concepts and facilitate user testing, allowing for user-centered refinements.
- Played a key role in the development and design phase of several projects, which included in-depth user and competitive analysis to inform design choices, wireframing and visual design and the development of various communications assets to effectively communicate the user experience.

UI/UX Designer and UI Developer

CTM360, Manama - Bahrain | April 2021 - May 2022

- Conducted in-depth user research and frequently conversed with stakeholders to understand problems and difficulties in the complex world of software applications.
- Used user feedback and data-driven insights to guide the design process, which led to iterative design cycles that validated and improved workflows and interfaces.
- Strong cross-functional communication was established, and several teams were closely partnered to match design goals with the overall project objectives, resulting in a seamless and user-friendly final product.
- Take the responsibility for the entire user interface design process, creating a unified visual experience across all their products.
- Contributed to the development of UI components and features using technologies like Angular and React, ensuring the seamless integration of design and functionality.
- Collaborated with cross-functional teams, including developers, product managers, and stakeholders, to gather requirements and deliver exceptional designs on time.
- Conducted competitive analysis and stayed updated on industry trends to incorporate innovative design elements.

UI/UX Designer and UI Developer

Stratesfy Pvt Ltd, Karachi - Pakistan | August 2017 - March 2021

- Ensured a unified and user-centric approach when conceptualizing and developing multi-platform (web and mobile) designs and applications for a variety of in-house products.
- Collaborated closely with both the engineering and design teams to design and refine the UI & UX of various products, fostering a cross-disciplinary approach to product development.
- Conducted comprehensive research and utilized insights to conceptualize and prototype enhanced, user-friendly experiences for high-profile clients worldwide, while also contributing to improvements in our own product offering.
- Designed and implemented responsive user interfaces, maintaining consistency and usability across different devices and platforms.
- Mentored junior designers and conducted design reviews to maintain design quality standards.
- Implemented user personas and user flows to enhance user journeys and reduce drop-off rates.

ACADEMIC BACKGROUND

Ilma University - Karachi, Pakistan

Bachelors In Software Engineering

Graduated: 01/2021

CERTIFICATIONS

Coursera - Google

Google UX Design Professional

Completed: 10/2023

TALENT & SKILLS

- UX Research • Design leadership
- UI/Interaction Design • User Flows
- Information Architecture • Persona
- Prototyping • Usability Testing
- Data Visualization • Data Analysis
- Agile Development • Storyboarding
- User Research • Wireframing
- Journey Mapping

TOOLS

- Figma • Sketch • Adobe XD
- Adobe Illustrator • Adobe Photoshop
- InVission • Balsamiq • GitHub
- JIRA • TFS

DEVELOPMENT

- HTML5 • CSS3 • SCSS/SASS
- Bootstrap • Tailwind CSS • Material UI
- Ant design • JavaScript / TypeScript
- jQuery • Angular • React
- WordPress (Elementor)

COLLABORATION

- Organizing Workshops • Flexible
- Detail Oriented • Communicative
- Facilitating Design Critique
- Self-Starter