

## Profile

Proactive UX Designer skilled in creating innovative, user-centric frameworks across diverse products. Proficient in diverging from UX norms while ensuring familiarity for users. Experienced in project management, team leadership, and problem-solving. Expertise in JavaScript, HTML, C++, and MS Word. Proficient in graphic design for logos, marketing materials, and websites.

## Work Experience

### UX/UI Consultant

Auraq | 2023 -2024

- Spearheaded design initiatives, collaborating closely with clients to conceptualise, design, and develop prototypes for proof-of-concepts (POCs), bridging the gap between client vision and technical implementation.
- Orchestrated the seamless handover of prototypes to development teams, ensuring meticulous attention to detail and alignment with project objectives for smooth integration into the development process.
- Worked closely with developers to ensure pixel-perfect implementation of designs, actively participating in code reviews and providing guidance to maintain consistency and enhance the user experience.
- Wrote custom SASS files for all projects, optimizing code efficiency and maintainability while following UI guidelines to enhance the user experience across applications.
- Conducted comprehensive heuristic evaluations and expert reviews to identify usability issues, leveraging user feedback and data analytics to drive iterative design improvements and validate design decisions.

### Head Designer & Director

Mondayblues | Mar 2022 - Present

- Developed artistic and innovative designs using sketching techniques to create visually appealing products.
- Spearheaded negotiations with vendors, managing supply chain logistics to ensure optimal product availability and specifications.
- Demonstrated a proactive approach to learning, quickly acquiring new skills to enhance efficiency and productivity.
- Executed day-to-day duties with precision and maintained high standards of quality and attention to detail.
- Adapted to a flexible work schedule to meet project demands, showcasing dedication to project success.

### Freelance UX Designer & Illustrator

Arzartt | Jan 2018 - Present

- Collaborated with clients to define project scopes and objectives, ensuring alignment with their needs.
- Managed project milestones effectively, maintaining clear communication with clients to meet timelines.
- Presented mockups to clients, solicited feedback, and made necessary adjustments to ensure satisfaction.
- Created visually stunning images optimized for digital and traditional printing methods.
- Stayed abreast of emerging UX design trends to enhance innovation in future projects.

### Graphic & Web UX Designer

Sunny Flour Mills PVT Ltd | Jan 2018 - Mar 2023

- Designed website layouts, templates and unique branded looks.
- Implemented design fundamentals such as typography, composition, layout, and color for cohesive designs.
- Conceptualized and presented marketing ideas to effectively communicate brand messaging.
- Created captivating display, marketing, and packaging materials to boost brand visibility.

## EDUCATION

2020 - 2021

Goldsmiths university of london

MSc: User Experience Engineering  
Graduated with a distinction

2017 - 2020

Goldsmiths university of london

BSc: Digital Art Computing  
Graduated with first class honours

## Skills

- UI/UX Design
- Prototyping
- Wireframing
- User Research
- Graphic Design
- Logo Design
- Branding
- Product Development
- Coding (HTML/CSS/JavaScript/C++)
- Design Software (e.g., Sketch, Adobe Creative Suite, Figma)

## Certifications

09/2023

Google certificate  
UX Design

05/2023

Mendix Developer certification  
Rapid Developer

## Projects

Fika | May 2021 - Sep 2021

- Researched and proposed new solutions to make websites more user-friendly.
- Used critical thinking to break down problems, evaluate solutions and make decisions.
- Utilised full story to monitor websites and other digital content and recommended strategies and updated channels to improve performance.
- Conducted research, gathered information from multiple sources and presented results.