



Yasir Jamal

PRODUCT DESIGNER / UX-UI

Website

www.yj-lab.co

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Phone Number

00971 55 2600 494

Linkedin

linkedin.com/in/yasirjamal/

“I love designing digital products that solve real user problems”

+15 years of working experience:

ToyShare (2022 - 2023)

UX Design Consultant - Mobile App
Port Rashid - Warehouse 40# - Dubai
United Arab Emirates

Nadkaar- Design Agency (2022 - 2016)

Co-Founder | Lead Designer
Dubai Media City, Building 8, Groud Floor
United Arab Emirates

RTEX (2016 - 2013)

Lead Product Designer
Grosvenor Business Tower GBT, Tecom, I509,
Dubai, United Arab Emirates

Rocket Internet - Startup Namshi (2013 - 2012)

Product Designer
3-2-3219, Emaar Gold & Diamond Park, Dubai United
Arab Emirates

Smith&Ken (2012 - 2010)

UI UX Designer
I 107, Concorde Tower, Dubai Media City
United Arab Emirates

StarLinks Ad Agency (2010 - 2008)

Web & Graphic Designer
Rigga Road, Al Awais Building, Dubai
United Arab Emirates

Qualification

Graduate in Arts

from Urdu University.

Skills / Softwares

Figma, Prototyping, Photoshop, Illustrator,
HTML, CSS, Automation, Product Management

Personal Details

Father Name : Jamal Abdul Nasir

Date of Birth : 22.02.1989

Location : Resident of Dubai - UAE

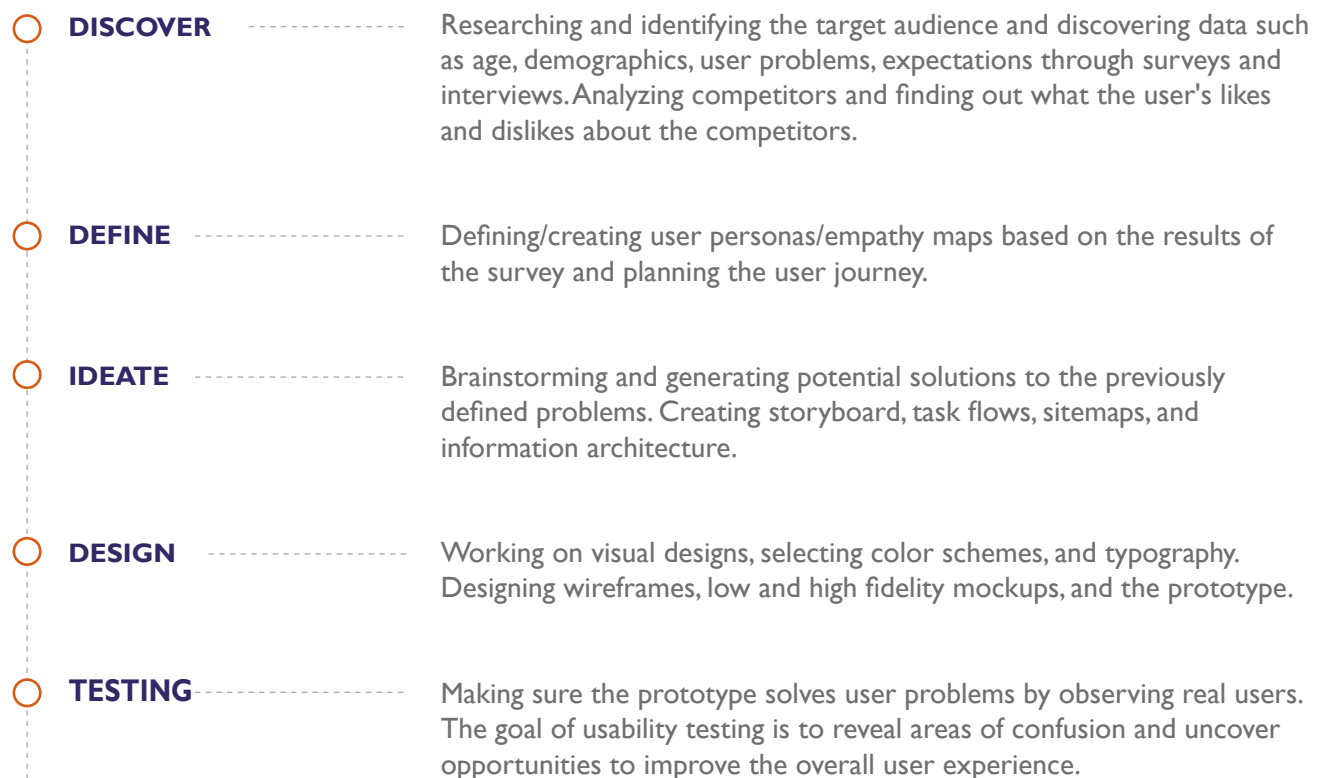
Phone: Number: 00971 55 2600494

Language: Fluent in English

About me

- I was part of the Rocket Internet team, which was ranked as the world's 3372th most valuable company, with a market capitalization of **3.05\$ billion**.
- I was among the initial team members of Namshi involved in its launch in the MENA region. The company was subsequently acquired by Noon Group for **335\$ million**.
- I've been involved in government-level projects such as the Noor Abu Dhabi initiative. This project, the 1,177MW Noor Abu Dhabi solar power project, holds the distinction of being the world's largest single-site solar plant endeavor, backed by an investment of **AED3.2 billion**.

Design Process - My design thinking process



Responsibilities

- Collaborate with the research team to understand user issues, identify pain points, and map user journeys.
- Design and execute visual elements, create both low and high-fidelity mockups, prototypes, and conduct usability testing to refine user experience.
- Work closely with development, marketing, and customer intelligence teams to deliver and enhance designs, aiming to boost website/app traffic and conversions.