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# "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

RTEX (2016 - 2013)

Lead Product Designer

Grosvenor Business Tower GBT, Tecom, 1509, Dubai, United Arab Emirates

Smith&Ken (2012 - 2010)

**UI UX Designer** 

1107, Concorde Tower, Dubai Media City United Arab Emirates Nadkaar- Design Agency (2022 - 2016)

Co-Founder | Lead Designer

Dubai Media City, Building 8, Groud Floor United Arab Emirates

Rocket Internet - Startup Namshi (2013 - 2012)

Product Designer

3-2-3219, Emaar Gold & Diamond Park, Dubai 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

$\bigcirc$	I was part of the Roo	cket Internet team,	which was ranke	d as the world's	3372th most v	/aluable
	company, with a mai	rket capitalization o	f 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 I,I77MW 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

0	DISCOVER	Researching and identifying the target audience and discovering data such as age, demographics, user problems, expectations through surveys and interviews. Analyzing competitors and finding out what the user's likes and dislikes about the competitors.
0	DEFINE	Defining/creating user personas/empathy maps based on the results of the survey and planning the user journey.
0	IDEATE	Brainstorming and generating potential solutions to the previously defined problems. Creating storyboard, task flows, sitemaps, and information architecture.
O	DESIGN	Working on visual designs, selecting color schemes, and typography. Designing wireframes, low and high fidelity mockups, and the prototype.
O	TESTING	Making sure the prototype solves user problems by observing real users. The goal of usability testing is to reveal areas of confusion and uncover opportunities to improve the overall user experience.

# Responsibilities

- Ocollaborate with the research team to understand user issues, identify pain points, and map user journeys.
- O 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.