

Raffay Bin Moazzam

Creative Ui and UX Designer with up-to-date knowledge of design. I establish and promote design guidelines, best practices, and standards. Brings excellent visual design skills and a keen understanding of how users interact with the system.

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EXPERIENCE

Freelance - UX/UI Designer

JUNE 2022 - PRESENT

I improved website usability by creating search and navigation functions. I implemented motion graphics in various projects. Created user personas, user stories, user journey maps, user flows, and site maps. Conducted interviews, paper and digital wireframing, low and high-fidelity prototyping, usability studies, accounting for accessibility, iterating on designs, determining information architecture, and responsive design. Improved user satisfaction by utilizing both qualitative and quantitative data in designing and optimizing user experiences. I created icons and company logos using Figma.

EDUCATION

Google - UX Design Certificate

OCTOBER 2021 - AUGUST 2022 - ONLINE

The training covered 15 modules, including topics like UX research fundamentals, inclusive design, low-fidelity, and high-fidelity prototypes as well as tools like Figma and Adobe XD.

Roots international schools and colleges - IGCSE

AUGUST 2016 - MAY 2018 - ISLAMABAD

DESIGN SKILLS

User Research

User Interface Designer

User Experience Designer

Wireframing

Prototyping

Web Design

Mobile Design

TECHNICAL SKILLS

Figma

Adobe XD

Web Flow

Adobe Photoshop