



M. Abeer Abid

UI/UX Designer / Team Lead

Address: - Lahore, Pakistan

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Email: m.abeerabid@gmail.com

Experience: 10 years

Marital Status: Married

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SUMMARY

With a strong background as a creative UI/UX designer, I bring innovation and practicality to my work, enhanced by extensive experience in the UAE. Throughout my career, I've created visually stunning and user-friendly interfaces.

SKILLS

- Mobile UI/UX design
- Web UI/UX Design
- Visual Design
- Branding
- Figma Design System
- Material UI Design Components (MUI)
- Use Personas
- Use Cases
- Journey Maps
- User Flows
- Wireframes
- Prototyping
- Split Testing
- HTML/CSS

EXPERTISE

- Figma
- Sketch
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects

WORK EXPERIENCE

UI/UX Designer and Team Lead

SofaBespoke.co.uk

Lahore (Remotely) — Jan 2021 – (Present)

Responsibilities

- Managed operations for a UK online furniture store, ensuring smooth e-commerce.
- Led ERP system design, adding UX-driven features.
- Developed a Tutor Website, managing design and functionality with a full UX process.
- Conducted research, planning, and execution for ongoing projects.
- Coordinated teams across India, Egypt, Pakistan, and the UK.
- Managed a UK social media team, boosting sales and brand visibility.
- Oversaw design and UX, working with junior designers for quality results.

UI/UX/ Design Team Lead

Experts Desk

Feb 2020 – Dec 2020LIL

Responsibilities

- Managed tasks in Trello with precision.
- Allocated resources efficiently to meet needs.
- Supported team with design research.
- Ensured quality checks before submitting to Marketing.
- Handled final adjustments and implemented feedback.

Visual Designer

Technical Art Concept (TACME)

Dubai, UAE — Aug 2014 – Mar 2020

Responsibilities

- Designed UI/UX for mobile apps.
- Conducted UX research and analyzed personas for better user interactions.
- Created wireframes for a structured design process.
- Implemented responsive web design for all devices.
- Developed prototypes to test design ideas. Created illustrations for visual appeal.
- Designed kiosk applications, including foiling and print design.

Web Graphic Designer

MEZINO Technologies

Nov 2013 – Aug 2014

Responsibilities

- Led a team of designers for efficient collaboration.
- Worked closely with clients to meet their design needs.
- Offered UX advice for innovative solutions.
- Designed mobile apps with intuitive user experiences.
- Created responsive e-commerce websites, including shopping cart features for opticians.

EDUCATION HISTORY

- Miro
- Marvel App
- InVision App
- Zeplin

PORTFOLIO

www.be.net/mabeer

PASSION

- Photography
- Sketching
- Designing

Bachelor in

Computer Science (BCS) 2007 - 2011

Punjab University

Intermediate in

Commerce (I.Com) 2004 - 2006

National College of Commerce

Matriculation

Pakistan Grammar School 2004 - 2006

DIPLOMAS

Web/Graphic Designing

Peak Solution College

Diploma in Textile & Fashion Designing

National Textile College NTC

Reference will be available on request