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| **M. Abeer Abid**  UI/UX Designer / Team Lead   |  | | --- | | **Address:** - Lahore, Pakistan | | **Mobile: +923224033139** | | **Email:** [m.abeerabid@gmail.com](mailto:m.abeerabid@gmail.com)  **Experience:** 10 years  **Marital Status**: Married  **Linkedin:** <http://linkedin.com/in/abeer-abid-0988b854>  **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 * Miro * Marvel App * InVision App * Zeplin |  |  |  |  |  | | --- | --- | --- | --- | | |  | | --- | | **PORTFOLIO** | |  | | [www.be.net/mabeer](http://www.be.net/mabeer)  **PASSION**   * Photography * Sketching * Designing | | |  | |  | |  | | --- | | **WORK EXPERIENCE**  **UI/UX Designer and Team Lead**  *SofaBespoke.co.uk* Lahore (Remotely) — Feb 2024 – (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* August 2020 – January 2024 | | 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**  **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 | |