

Syed Taneem Ahmed

UI/UX Designer & Digital Media Specialist

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PROFESSIONAL SUMMARY

Creative and detail-oriented **UI/UX Designer** with expertise in designing intuitive, user-centered digital interfaces for mobile and web platforms. Skilled in prototyping, wireframing, and building scalable design systems using Figma. Experienced in **Meta Ads, social media content creation, lead generation campaigns, and brand-focused digital marketing**. Adept at collaborating with product teams, developers, and clients to transform ideas into functional and engaging experiences.

Currently working as a **UI/UX Developer & Digital Media Specialist at BhoomiTechzone Pvt. Ltd.**

PROFESSIONAL EXPERIENCE

UI/UX Developer & Digital Marketing Specialist — BhoomiTechzone Pvt. Ltd. *Aug 2025 – Present*

- Designed modern app/website interfaces using Figma, wireframes, and prototypes.
- Conducted user research, surveys, personas, and journey mapping to enhance UX.
- Delivered responsive UI and collaborated with developers for pixel-perfect handoff.
- Built and maintained a structured design system for consistent UI delivery.
- Managed **Meta Ads** for lead generation and conversion optimization.
- Handled social media management, post scheduling, and content creation.
- Designed creatives: banners, posters, thumbnails, reels, and marketing assets.
- Increased engagement through strategic content planning and analytics.

PROJECTS

Real Estate Mobile App UI/UX Case Study

- Designed complete user flows including Property Listing, Filters, Booking, Wishlists, and Chat Support.
- Created high-fidelity UI screens and interactive prototype in Figma.
- Conducted usability tests to refine navigation and reduce task time.

E-commerce App Redesign (Fashion Store)

- Improved UI consistency, color harmony, and accessibility.
- Redesigned product card layout, cart experience, and search interface.
- Delivered responsive design system for mobile-first experience.

Social Media Branding & Meta Ads Campaigns

- Managed campaigns for lead generation and conversions.
- Designed creative ads, landing pages, and CTA-based user journeys.

EDUCATION

2022 – 2025 BCA (Bachelor of Computer Applications), **Sharda University, Noida**
2020 – 2022 High School, CBSE Board
Core Subjects: Physics, Chemistry, Biology
Languages: English, Hindi

CERTIFICATIONS

- Google UX Design Professional Certificate
- UI/UX Design with Figma
- Foundations of User Experience (UX)

TECHNICAL SKILLS

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| Design Tools : | Figma, Adobe XD, Photoshop, Illustrator, Canva |
| Collaboration Tools : | Jira, Miro, Trello, Slack |
| Frontend Basics : | HTML, CSS, JavaScript |
| Marketing Skills : | Meta Ads, Meta Lead Generation, Content Creation, Social Media Management, Campaign Optimization |
| Other Skills : | Wireframing, Prototyping, User Research, Design Systems, UI Documentation |
| Soft Skills : | Creativity, Problem-Solving, Attention to Detail, Communication, Teamwork |

LANGUAGES

- English
- Hindi