Faisal Ali

Senior UI/UX Designer

Personal details

Name
Faisal Ali

Email address
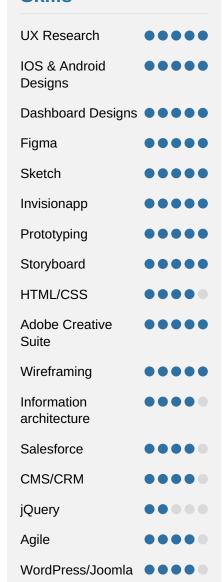faisalali.ux@gmail.com

Phone number
+1 347 620 7081

Address
Dallas, TX

Skills

Skill	Rating
UX Research	●●●●●
IOS & Android Designs	●●●●●
Dashboard Designs	●●●●●
Figma	●●●●●
Sketch	●●●●●
Invisionapp	●●●●●
Prototyping	●●●●●
Storyboard	●●●●●
HTML/CSS	●●●●○
Adobe Creative Suite	●●●●●
Wireframing	●●●●●
Information architecture	●●●●○
Salesforce	●●●●○
CMS/CRM	●●●●○
jQuery	●●○○○
Agile	●●●●○
WordPress/Joomla	●●●●○

Profile

A Seasoned Creative UX & UI and Creative Designer with over 9+ years of experience brining consumer-level usability to enterprise-level applications. Vast experience with client and stakeholder relationships, along with project management, leadership, and strategy. Possessing a combination of conceptual strength and technical proficiency. Established self-starter and team leader that actively helps and refines all processes necessary to achieve and maintain goals. My focus and competencies include creative direction, user interface design, user experience design, visual design, iOS design, web design, and graphic design.

Employment

Senior UI/UX Designer   **Jun 2020 - Present**
Primitive
- Participate in user experience research and usability studies;
- Envision how people experience mobile products and bring that vision to life in a way that feels inspired, refined, and even magical.
- Collaborate with UX & UI, technology, content, and digital marketing teams to deliver impeccable digital products;
- Participate in regular design reviews and other team-wide design efforts;
- Ideate and implement simple (intuitive) designs based on trends and client expectations;
- Efficient Figma Proficiency: Demonstrated expertise in efficiently using Figma for wireframing, prototyping, and component-based design. Proficient in leveraging Figma's tools and features to streamline the design workflow, ensuring a seamless and collaborative design process.
- User-Centric Design: Extensive experience in creating user-centric designs by understanding user needs and behaviors. Utilizing Figma, designed intuitive and visually appealing wireframes and mockups that enhance user experiences and align with business objectives.
- Component-Based Design: Developed and maintained a robust design system using Figma's component libraries. Created reusable UI components and design elements, optimizing design consistency and accelerating project development.
- Iterative Prototyping: Employed Figma's prototyping capabilities to create interactive prototypes that effectively communicate design concepts and validate user interactions. Conducted iterative testing to gather feedback and make data-driven design improvements.
- Collaboration and Communication: Collaborated effectively with cross-functional teams, including designers, developers, and product managers. Communicated design concepts and decisions using Figma's presentation tools, facilitating productive discussions and alignment.

Senior Creative UI/UX Designer   **Apr 2018 - May 2020**
SUSAN G. KOMEN FOR THE CURE
- Designed and developed interactive prototypes using Sketch and invision

W3C Web Standards	●●●●○
Storybook	●●●●●
Mockups	●●●●●
SaaS	●●●●●

app.

- Managed Web and interactive communication projects from initial consultation through successful launch thewith the ability to handle various projects simultaneously and complete them by a given deadline.
- Designed and implemented web-based user interface using Html, CSS, and jQuery, and directed front-end projects from concept to completion.
- Consulted with a leading International financial technology company in White Plains, NY to assist in the design of the ability to handle various projects simultaneously and complete them with a new enterprise knowledge/document management site.
- Responsive and Mobile-First Design: Designed responsive user interfaces that adapt seamlessly across various screen sizes and devices. Prioritized mobile-first design principles to ensure optimal user experiences on mobile devices.
- User Research and Testing: Conducted user research and usability testing using Figma's collaborative features. Gathered user feedback to inform design decisions, iterating on designs to achieve user satisfaction and business goals.
- Design Thinking Advocacy: Championed design thinking methodologies within the organization, promoting a user-centric approach to problem-solving. Leveraged Figma to visualize design concepts and design thinking processes for stakeholder engagement.

Tools: Adobe and Google Web Analytics, CMS, Email Marketing Campaign.

UI/UX Designer   **Jan 2015 - Mar 2018**
AT&T, Dallas, TX

- E-commerce site designs/layouts to maintain a consistent user experience across the product.
- Delivered high quality design docs: sketches, sitemap, user flows, wireframes, mockups, specification.
- Created actionable and intuitive design flows by developing a site-map and high fidelity wireframes.
- Designed, built, and tested interactive prototype to iterate and evolve design concepts of the project.
- Gathered user data through methods such as analytics reporting, task analysis, and participatory design techniques and utilized that data to drive design decisions.
- Defined information architecture and interaction design for several complex web applications using page/user flow diagrams, site maps, and interactive wireframes created in Axure.
- Collaborated with internal Applications team to design and develop an internal ITaaS portal that could be easily rebranded and licensed to our customers. designs
- Agile Project Management: Worked in fast-paced, agile environments, managing multiple design projects simultaneously. Utilized Figma's version control and collaboration features to ensure seamless team coordination and project delivery.
- Portfolio Showcase: Presented a strong and diverse portfolio showcasing previous UI/UX projects designed using Figma. Provided clear explanations of the design process, problem-solving strategies, and the impact of design decisions on user experiences

Tools: Email Marketing Campaign, Storyboard UI and Video Editing, Wire Frames, Social Media Campaign (www.att.com).

Designer   **Aug 2013 - Dec 2015**
HCL Tech, Dallas

- Worked with Sales and Marketing departments to create new and edit

existing ads (print & digital), brochures/collateral, logos, trade show materials, infographics, etc.
- Worked with software development department as needed to collaborate on design for web and mobile applications (UI/UX for landing pages)
- Worked with other departments as needed
- Assist internal clients in determining correct design to go along with messaging
- Create materials that convey messages which promote products
- Develop graphics and visual/audio images for product illustrations/animations, logos, etc.
- Review and proofread designs for errors before printing or publishing
- Think creatively to develop new design concepts, graphics, and layouts
- Help establish and enforce UWorld's brand

Education

Computer - Design   **1997 - 2001**
American world University

Languages

English

Portfolio

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