

Azzum Naeem (uh-zuhm neye - eam)

Multidisciplinary Designer (Brand, UI/UX, Web, Product)

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WORK EXPERIENCE

50,000feet Lead UI Designer JAN 2024 - PRESENT

I currently lead the UI development of innovative visual strategies and design systems for a multibillion-dollar, international company, which hosts numerous brands. In just four months, my focus on enhancing brand identity and improving user interfaces has facilitated streamlined integration across diverse product lines, significantly reducing project turnaround times by 19%. My efforts in aligning design deliverables with overarching business goals have already shown promising results, including an initial 5% increase in user engagement.

lulafit Senior Designer JUL 2023 - PRESENT

My role has directly contributed to a 10% growth in overall digital traffic and a 8% improvement in conversion rates, underlining the effectiveness of the strategic brand enhancements I implement. I also direct art and develop style guides that ensure a cohesive brand identity across all digital platforms. Additionally, I manage a diverse team of outsourced freelancers, boosting productivity by 14% through improved workflow efficiencies.

20nine Senior Designer AUG 2022 - AUG 2023

I was the design lead on web design and branding projects for high-profile clients in SaaS, wealth tech, fintech, and biotech, including Bizzee (formerly Incfile), Orion Wealthtech, Emodo, Nucleus, and Affinity Solutions. My role involved transforming complex requirements into engaging digital experiences and brand identities, leading to a 7% increase in user engagement and a 11% rise in conversion rates, demonstrating significant impact on business growth.

nmb1 Senior Designer JAN 2022 - JUL 2022

I worked on brand identity and design projects for key clients such as Nespresso, guiding junior designers and delivering impactful marketing deliverables. In partnership with the CEO and Director of Strategy, I designed marketing campaigns that increased Nespresso's machine sales by 33%.

PROFESSIONAL SUMMARY

Senior brand & UI/UX designer with a comprehensive background in digital marketing, overseeing projects that achieved a 13% increase in product sales and a 16% improvement in conversion rates. Spearheaded brand and web asset development for multibillion-dollar, international corporations, significantly enhancing client and user engagement.

SKILLS

Entrepreneurship: Business Development, Strategic Planning, Client Relations, Project Scoping, Negotiation, Innovation & Problem Solving

Strategy: Brand Development & Positioning, Market Research & Consumer Insights, Competitive Analysis, Brand Voice & Messaging, Brand Guidelines

Copywriting: Creative Writing & Editing, SEO Copywriting, Content Marketing, Storytelling, Brand Guidelines Creation

Design: Illustration & UI Graphics, User Flows, Concept Sketches, Wireframing & Sitemaps (Information Architecture), Prototyping & Interaction Design, Responsive Web Design, Style Guides & UI Kits, Design systems & Documentation

Development: HTML/CSS & JS, Webflow Development, Frameworks (Bootstrap & Three.js)

TOOLS

Adobe Creative Suite • Asana • ChatGPT
• Figma & Figjam • Midjourney • Miro •
Notion • Sketch • Webflow

EDUCATION

Google

UX Design Certification

University of Massachusetts - Amherst
Marketing/Design