

# Abid Akram *UI/UX Designer*

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UX designer and developer with 5+ years of experience and specialization in designing enterprise tools and software. I enjoy turning complex problems into simple, beautiful, and intuitive interface designs focusing on crafting a user-friendly experience and using data to discover insights, understand users better, and predict actions.

## Skills & Tools

**Design** (Product Design, User Experience Design, Interaction Design, Mobile Design, Web Design, Prototyping)

**Research** (User Research, Usability Testing, Personas & Scenarios)

**Collaboration** (Project Management, Communication, Problem Solving)

**Frontend Technologies** (HTML5, CSS3, Angular, SCSS, Responsive Design, Bootstrap, Material Design)

**Tools** (Figma, Adobe XD, Notion, Zeplin, InVision)

## Experience

### UI/UX Designer

2022/04 – present | Bengaluru, India

*Cisco System India Pvt Ltd*

- Led end-to-end Phoenix platform UX redesign, creating an intuitive interface that streamlined data and modeling pipeline development for developers and business stakeholders alike.
- Translated design visions into high-performance HTML/CSS code, ensuring consistent and pixel-perfect visual experiences across multiple platforms, while using Figma to effectively communicate design intent.
- Collaborate with the manager and business stakeholders for new features to Phoenix, getting users more interested and making their work easier. Teamed up with different groups to collect ideas, tested changes with users, and consistently improved the platform.

### Software Engineer UI

2019/01 – 2022/04 | Bengaluru, India

*Open Financial Technologies Pvt Ltd*

- Designed and developed the OpenMoney Web App, a dynamic platform that enables users to seamlessly connect their bank accounts to pay vendors, receive payments, and reconcile transactions effortlessly.
- Collaborated closely with UX designers to translate user requirements into functional and visually captivating user interfaces.
- Build UX design and developed the OpenHub Web App for online B2B marketplace, connecting buyers with suppliers.

### UI Developer

2018/04 – 2019/01 | Bengaluru, India

*Ques Corp Ltd (IBM India Pvt Ltd)*

- Led the UI development for the IBM Marketplace, an e-commerce platform facilitating the purchase and sale of new or refurbished laptops exclusively for IBM internal employees.
- Conducted A/B testing to optimize design elements, leading to a 60% increase in successful transactions.
- Utilized Agile methodologies to lead sprint planning, daily stand-ups, and retrospectives, fostering a collaborative and iterative development environment.

## Education

### Master in Computer Application

*Uttar Pradesh Technical University*

2013 – 2016

### Master in Commerce

*Kanpur University*

2012 – 2013

### Bachelor in Commerce

*Lucknow University*

2008 – 2011

## Certificates

### Foundations of User Experience (UX) Design

Google

### Angular (Intermediate) Certificate

HackerRank

## Awards

### MAKING A DIFFERENCE

*Cisco*

2023

Awarded for independently managing the projects, doing it efficiently, and meeting the agreed-upon timeframe.

### GETTING TO THE FINISH LINE

*Cisco*

2022

Awarded for an in-depth and incredibly intuitive design that was highly regarded by the leadership and cross-functional team.

### INNOVATE EVERYWHERE

*Cisco*

2022

Awarded for outstanding achievement and in charge of the 2022 deliveries and stakeholders interactions.

## Projects

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### Phoenix - Advance Analytics Tools - for case study please click here [↗](#)

2022/04 – present

*Role: UX Designer and Developer*

**Phoenix** [↗](#) is an in-house tool for the Advanced Analytics team. It was created by developers for developers, helping you follow a consistent method to build high-quality pipelines for data and modeling. Phoenix aims to serve as a convenient solution for both developers and business stakeholders.

### Open Money Web Apps - for case study please click here [↗](#)

2019 – 2020

*Role: Angular UI Developer*

Open Money Web Apps is a neo-banking platform that allows the business to create GST Invoices, Send & Receive Payments, Manage Cash Flows, Payment Gateway, Expense Management, Insurance, Automate Payments, etc.

### OpenHub Web App

2020 – 2021

*Role: Angular UI Developer*

OpenHub is an online B2B marketplace, connecting buyers with suppliers. This tool focuses on providing a platform to Small & Medium Enterprises (SMEs), Large Enterprises as well as individuals.

### OpenMoney Website - for case study please click here [↗](#)

2021 – 2022

*Role: UI Developer*

I created a cool OpenMoney website using Angular and HTML. I turned design sketches into a live site with animations that work on different web browsers. I used special tools to make everything look nice and work smoothly. This project shows how good I am at making websites and paying attention to small details.

### IBM Marketplace

2018 – 2019

*Role: UI Developer and Designer*

IBM E-commerce platform that allows to sell and purchase of new or refurbished Laptop for IBM internal Employee

## Personal Projects

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### FlixMovies - for more details please click here

2021 – 2021

*Role: Sole Angular UI Developer and Designer*

**FlixMovies** [↗](#) - It is a free website that allows users to watch movies and TV shows online. The website has a wide variety of movies and TV shows, including both popular and obscure titles.