

Adil Sanad

UX Designer · Abu Dhabi, UAE

Aspiring UX Designer creating **human-centric designs** focused on innovation in **user experiences**. Fluent speaker in English, Malayalam and Hindi. B.Tech CSE graduate from NIT Jalandhar, currently based in Abu Dhabi on visit visa.

Education

National Institute of Technology, Jalandhar
2020 - 2024 · CPGA 7.3

- B.Tech in Computer Science & Engineering

The Indian High School, Dubai
2020 - 2024

- Achieved **91.2%** in class 10 and **90.8%** in class 12.

Google UX Design Professional Certificate
Currently enrolled

Experience

Lead UX Designer

Ozibook, Bangalore · July 2022 - Present

- Innovated UX design on an EduTech SaaS project. **Designed, tested and delivered product websites**, ensuring consistent design styles across company profiles.
- Led design strategy on multiple projects. Conducted user research, created personas, journey maps, wireframes, prototypes, visual designs, and conducted user tests.

UI/UX Intern

Ozibook, Bangalore · May 2022 - July 2022

- Redesigned company website independently, from research to branding & design, and built the same using Wix.
- Improved usability and simplified user interface, enhancing test task completion rates from **50% to 92%** and user engagement by **120%**.

Content Writer

Inventiva, Noida · Aug 2021 - Nov 2021

- Created concise, eye-catching headlines and copy on both technical and business topics.
- Authored articles for maximum engagement, employed techniques to improve SEO, improving article views to **10k views/day** peak.

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Skills

Design

wireframing · information architecture · design thinking · prototyping · graphic design · color theory · user flows · interaction design · user personas · user research · visual design · usability

Software & Programming

- Figma
- Miro
- Adobe CC
- Wix, Webflow
- HTML/CSS/JS
- Python
- C/C++
- Adobe Premiere Pro

Projects

HackMol 2.0

NITJ Google Dev Club · Jan 2021

- Pan-India hackathon organized by NIT Jalandhar's Google Dev Club. Achieved **5th place** with a marketplace mobile application built from the ground up using MERN.

Toshiba KLOXIA Hackcellence Fest '21

UAE/MEA/India · Aug 2021 - Dec 2021

- Prototyped a mobile application "pagr" aimed at easing the economic hardships faced by SME's during the peak of the COVID pandemic by connecting them directly to their target audiences.
- Finished among **finalists** in EMEA region.