Adnan Adil

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SUMMARY

As a UX/UI Designer and Frontend Developer intern at Alpha Squad, I have built and deployed a comprehensive user experience strategy and design system that has resulted in a significant increase in customer engagement and adoption. By conducting market research, user interviews, and usability tests, I have led a team to design, develop and launch new products with intuitive user interfaces that have achieved user interface consistency across products, and established design standards to be adopted company-wide.

My efforts have resulted in improved conversion rates by 25% by optimizing user experience for customer journeys, and conducting A/B testing to identify the most effective design solutions, and iteratively refining designs based on user feedback and data analysis. I have also collaborated closely with cross-functional teams including product managers, engineers, and marketing to ensure design solutions aligned with overall product vision and business objectives.
I am committed to staying up-to-date with emerging design trends and technologies, and incorporating them into design solutions as appropriate. Additionally, I have worked closely with stakeholders to ensure design solutions meet accessibility and compliance requirements, and have helped educate the organization on best practices for designing for accessibility.

Overall, my skills and experience as a UX/UI Designer and Frontend Developer intern have enabled me to make significant contributions to Alpha Squad, and I am eager to continue delivering results in this role.

EXPERIENCE

Alpha Squad – UX/UI Designer and Frontend Developer intern
JAN 2023 - Present, Islamabad Pakistan

- Built and deployed a comprehensive user experience strategy and design system that increased customer engagement and adoption by 30%. • Developed a product vision, created a brand identity and led a team to design, develop and launch new products with intuitive user interfaces by conducting market research, user interviews, and usability tests.
- Achieved user interface consistency across products and established design standards to be adopted company-wide.
- Optimized user experience for customer journeys, and improved conversion rates by 25%.

- Conducted A/B testing to identify the most effective design solutions, and iteratively refined designs based on user feedback and data analysis.
- Collaborated closely with cross-functional teams including product managers, engineers, and marketing to ensure design solutions aligned with overall product vision and business objectives.

- Stayed up-to-date with emerging design trends and technologies, and incorporated them into design solutions as appropriate.
- Worked closely with stakeholders to ensure design solutions met accessibility and compliance requirements, and helped educate the organization on best practices for designing for accessibility.

UX Designer
Freelancer at Upwork   **May 2020 - May 2022, islamabad Pakistan**

- Designed and implemented a comprehensive user experience strategy, resulting in a 15% increase in user engagement and improved user satisfaction by 20%.
- Created high-fidelity wireframes, user flows, and prototypes to ensure a seamless user experience to be accessible, responsive, and optimized for multiple devices.
- Developed and tested interactive prototypes with stakeholders and users, continually iterated and refined the UX design based on user feedback to increase conversion rate 3x.

Customer Experience
Second Cup, KFC and Macdonald from 2019-2020

PROJECTS

Alpha Squad Website Development
Tech Company• Mar 2023
- Developed fast in secure website with latest frameworks Next.js and Tailwind CSS.
- Optimized speed to 98% with the help of data splitting.
- Fully loaded with animations and entertaining the users to enjoy the company portfolio.

Bloquity landing page UX UI
Real Estate • Jan 2023
- Designed user seamless platform for user to easily sell and buy properties and communicate with brokers.
- Increase online account creation by 10x more than previous version.
- Increase user engagement by 72.88% by last one year.

Online bank Dashboard Design UX UI
Banking • December 2022 - January 2022
- Designed user seamless platform for user to easily deposit and withdraw their own money.

- Increase online account creation by 10x more than previous version.

- Increase user engagement by 63% by last one year.

Mental health management app and website
Health • October 2021 - November 2021

• Developed a mental health management app and website deploying interactive UX/UI experiences with 53% user session time and 77% engagement with low bounce rates.

• Implemented best practices for user experience research, design and prototyping across multiple platforms to maximize user engagement that led to 67,000 downloads within the first year.

• Optimized application's performance and scalability through continual experimentation, benchmarking and testing, amplifying customer satisfaction rating to 96%.

Food Delivery app and website UX UI Design
Food and beverage • February 2021 - March 2021

• Designed user wireframes and flow diagrams for the mobile app and website of a food delivery business for a seamless customer experience and optimized user engagement, resulting in a 7% increase in online orders.

• Created product mock-ups according to the product requirement and developed prototypes for user acceptance to ensure that all requirements achieved.

• Conduct user research and usability testing for the food delivery app which helps user-friendly website and mobile for our users creates more conversions by 5x.

EDUCATION

UX Design Specialists
Coursera • Online • 2022 • 97%

Intermediate
Minor in Biology • governor's model school and college • Bajuar kpk Pakistan • 2021 • 81%

CERTIFICATIONS

Frontend Development
Scrimba • 2023

UX Design Professional
Google • 2021
Certified an UX UI Design by google.

COURSEWORK

Foundations of User Experience (UX) Design
Google • 2021
UX Design Introduction

Start the UX Design Process: Empathize, Define, and Ideate Google • 2021 •
Design sprint
this course I have work on the standard Design sprint to make a better user seamless application and websites.

Build Wireframes and Low-Fidelity Prototypes
Google • 2021 • Wireframing and prototyping Designed wireframes
and low fidelity protoype.

Conduct UX Research and Test Early Concepts
Google • 2021 • UX Research
Conducting user research with users to improve the website user experience.

Create High-Fidelity Designs and Prototypes in Figma
Google • 2022 • Mockups and prototype
In this course I have converted low fidelity prototype and wireframes to high fidelity.

Responsive Web Design in Adobe XD
Google • 2021 • Adobe XD Expert
Creating and designing website and mobile apps in Adobe XD.

Design a User Experience for Social Good & Prepare for Jobs
Google • 2022 • UX Design, UI Design, User research, UX Writer, Graphic Design and Figma.
In the final project I have used all of my skills and practices that was learned in the previous courses.

INVOLVEMENT

Lead Designer islamabad Pakistan • Freelancer at Upwork • January 2019 -
Present

SKILLS

Hard Skills: Ux Ui, Ux Designer, Ux Researcher, Wireframe Prototype, Mockup, Wireframe Sitemap, Personas Journey, Journey Maps, Storyboards, Wireframe Prototype, Flow Diagram, Functionality, Frontend developer, Html 5, CSS 3, Tailwind CSS, Bootstrap CSS, JavaScript, React, Next js.

Soft Skills: Leadership, Cross Functional, Collaborate, Team, Mentor, Contribute, Strategy, Recommendation, Roadmaps, Execution.

Software: Adobe Xd, Sketch Figma, Sketch Zeplin, Illustrator Photoshop, Vs Code, Atom.

Languages: Fluent English, Urdu, Pashto.