

# Ariba Bashar

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## EXPERIENCE

### UI/UX DESIGNER | FREELANCE

Feb 2024 - Present | India

- Applied design thinking and user research to create user-centered UI for an edtech startup, helping in boosting engagement and user experience.
- Designed a website for Art & Design Life, Architecture & Interior designing firm. Conducted usability testing with key target groups, resulting in a 20% improvement in user experience and a more effective presentation of the firm's portfolio and brand identity.
- Redesigned Clickpost's return and exchange flow, improving user experience within existing constraints. Leveraged user insights to optimize the process and improve overall user experience.
- Increased user satisfaction with finding order information by 17% and reduced task completion time by approximately 40%.
- Collaborated with clients to design and develop user-friendly websites and interfaces, focusing on improving user experience and brand visibility.
- Utilized design thinking methodologies to create user personas, user journeys, and information architecture for effective website navigation.

### WEB OPTIMIZATION & UX SPECIALIST | KINGS MINES LLC.

Jan 2024 | Remote (USA)

- Increased website conversion potential by 34% through code and image optimization, resulting in a 12% improvement in customer satisfaction (longer session duration, lower bounce rate).
- Leveraged user feedback and data insights to identify and implement 4 new features, leading to 6% increase in user satisfaction and enhanced website functionality.

### WEB DEVELOPER | ESPARTA OUTSOURCING LLC.

Aug 2023 - Dec 2023 | Remote (USA)

- Successfully launched 3 e-commerce websites (2 full stores and 1 product catalog) built on WooCommerce (WordPress) within a tight 4-month timeframe, employing Agile methodologies to effectively manage and prioritize projects, aligning with overall business strategy
- Leveraged user research (surveys & A/B testing) to identify usability issues and inform design decisions.
- Collaborated directly with the C-suite executives to discuss project progress, gather strategic direction, and understand client needs.
- Enhanced website SEO performance by 11.4% within a one-month period.

## LEADERSHIP EXPERIENCE

### LEAD | GOOGLE DEVELOPER STUDENT CLUB

July 2022 - June 2023

- Led and recruited a team of 10 people (developers, designers, and organizers) in planning and executing 5+ workshops for the club.
- Prioritized topics, managed project timelines, and ensured successful delivery of workshops, attracting and engaging over 100 attendees.

### GRAPHICS LEAD | COMPUTER SCIENCE SOCIETY, AMU

Dec 2021 - May 2023

- Led a team of designers for the Computer Science Society, managing visuals for events.

## EDUCATION

### ALIGARH MUSLIM UNIVERSITY

BACHELOR OF Science (HONS.)

COMPUTER APPLICATIONS

2020 - 2023 | CGPA - 8.386

## SKILLS

### RESEARCH:

- User Interviews
- Surveys and Questionnaires
- Empathy Mapping
- A/B Testing
- Competitor Analysis
- Usability Testing
- Design Strategy

### DESIGN:

- User Personas
- User Journey
- User Stories
- Information Architecture
- Wireframing
- Prototyping
- Design Systems
- Interaction Design
- Storyboarding
- User Interface Design
- User Experience Design

### SOFTWARE:

- Figma, Adobe XD
- Wix, WordPress
- HTML / CSS
- Google Analytics, Hotjar
- Project Management: Jira
- Agile
- Google Workspace

### VISUAL DESIGN:

- Poster, Brochure Design etc.
- Typography

### OTHER SKILLS:

- Communication & Collaboration
- Teamwork & Leadership
- Stakeholder Management

## AWARDS

- Performance Recognition Award, 2023 at eSparta Outsourcing LLC.

## LANGUAGES

- English