

Ariba Bashar

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EXPERIENCE

UI/UX DESIGNER | FREELANCE

Feb 2024 - Present | India

- Designed a responsive real estate website based on user research and feedback, which helped streamline navigation and improve functionality across desktop, laptop, and mobile platforms.
- Designed UI/UX for a Finance App, leveraging user research to optimize navigation (85% approval), enhance payment integration (90% satisfaction), and boost user satisfaction by 25% through the implementation of customizable spending reports.
- Designed and developed user-centered UI/UX for an edtech startup, applying design thinking and user research, conducted usability testing, achieving an 85% user satisfaction rating.
- Designed a website for an architecture firm, improving user experience by 20% through usability testing.
- Redesigned the return/exchange flow of a logistics technology company, enhancing user experiences and process efficiency.
- Increased user satisfaction with finding order information by 17% and reduced task completion time by approximately 40%.

WEB OPTIMIZATION & UX SPECIALIST | KINGS MINES LLC.

Jan 2024 | Remote (USA) | Contract

- 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).
- Implemented new features based on user feedback and data insights, leading to a 6% increase in user satisfaction.

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
- Information Architecture
- Wireframing
- Prototyping
- Design Systems
- Style Guides
- Interaction Design
- Storyboarding

SOFTWARE:

- Figma, Adobe XD
- InVision, Axure
- Miro
- Framer, Wix
- WordPress
- HTML/CSS
- Hotjar, Google Analytics
- Agile, Project Management: Jira

VISUAL DESIGN:

- Typography, Color Theory
- Poster, Brochure Design etc.

OTHER SKILLS:

- Communication & Collaboration
- Teamwork & Leadership
- Stakeholder Management

AWARDS

- Performance Recognition Award, 2023 at eSparta Outsourcing LLC

LANGUAGES

- English (C2 or Native)
- Hindi (Native)