Rafeeq A

**Senior UI/UX, Graphic Designer**

-Email ID: [test3@mail7.io](mailto:test3@mail7.io)

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• UI/UX and Visual & Communication Designer with 15.5 years of experience in large engagements designing high-end UIs which

accomplish the specific product and business objectives; gained international exposure by working in Qatar

• Possess excellent creative and technical expertise with skills in designing strategies to attract users or viewers resulting in

profitability

• Strong project management, project lifecycle & deployment implementation, analytical and training skills that have resulted in

repeated success in leading design & launch of leading-edge solutions; successfully executed projects such as NaicoITS, Oru Market

Place, Molinidi Voghera, Turbo Tap, Wilkale and BizBfriend

• Participated in various phases of product lifecycle right from information architecture, requirement gathering & analysis, effort

estimation, wireframes, styles guides, look-and-feel, final layout and redlines for maintaining quality  • Skilled in all aspects of User Experience, Corporate & Product Branding with rich experience in interaction design, visual design,

usability, user research and content development; applied principles to drive the design of products that fully support end-user needs

while also achieving the business vision & profitability

• Interfaced with management & client and identified product needs; bridged the gap between functional groups and technology to

foster targeted & innovative solution development

• Expertise in conceptualizing, planning, organizing and delivering User Experience definition through visual design style guides

• Hands-on experience in Adobe XD, Adobe Photoshop, Adobe Illustrator, Figma, Concept Design, HTML, Bootstrap, CSS & SASS

and TailwindCSS

• Excellent management skills, capable of leading & motivating teams and engaging with cross functional individuals to maximize levels

of productivity

Willing to relocate to: Dubai

Personal Details

**Date of Birth:** 1983-01-03

Work Experience

**UI Lead**

Naico ITS - Kochi, Kerala

March 2021 to Present

**Senior UI/UX Designer**

Armia Systems Inc - Kochi, Kerala

November 2013 to March 2021

**Senior Web Designer**

Skemis Software - Kannur, Kerala, IN

August 2011 to September 2013

**Senior Web Designer**

Erbium Group - Kochi, Kerala

April 2009 to July 2011

**Web Designer**

Royal Mintzberg - Doha, QA

September 2008 to March 2009

**Web Designer**

Matekk Solution - Kochi, Kerala

March 2007 to September 2008

Key Result Areas as Chief IT Manager:

• Presenting the user interface visually to make the information easy to read, understand & find; generating clear ideas, concepts and designs of creative assets from beginning to end • Collaborating with other Designers to ensure a consistent, integrating brand perception & user experience and Cross-functional Team

to develop simple, easy-to-use software

• Analyzing user needs and product requirements for determining feasibility of design within time & cost constraints; consulting with clients about product UI/UX design & maintenance and launching product • Translating client business requirements, user needs, technical requirements into visually enticing and easy to use designs

• Facilitating the execution of holistic approach to all digital touchpoints; actively participating in all aspects of user experience from research and concept through documentation & testing • Conducting concept and usability testing and gathering feedback

• Defining the right interaction model and evaluating its success; developing wireframes and prototypes as per customer needs

• Performing system study & design reviews; coordinating with team members for product documentation, system design & integration

based on market requirement

• Resolving UX problems related to usability, findability; communicating design ideas and prototypes to developers

• Identifying defects, questionable functions, errors & inconsistencies in product functions, outputs and content for the betterment of development process

• Monitoring & controlling projects with respect to cost, resource deployment, time overruns and quality compliance to ensure

satisfactory execution of projects

• Developing competency among the team members; setting up individual goals and conducting interviews to recruit the right talent & resources

• Mentoring & monitoring the performance of team members to ensure efficiency in process operations

Education

**Diploma in Wed Design**

Kochi, Kerala

Skills / IT Skills

• Software

• UI/UX Designing

• Graphic Designing

• Concept Designing

• Design Process/ Visual Designing

• Adobe XD

• Adobe Photoshop

• Adobe Illustrator

• Figma

• HTML

• Bootstrap

• CSS & SASS

• TailwindCSS

Languages

• Eng - Intermediate

Online Profile

http://www.behance.net/rafeeqmadambil