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📍 Dubai, UAE

Alefiya Hozefa

UX/UI Designer

About me

I am a usability designer, researcher and analyst with 3+ years of experience in the field of user experience (UX) and user-centered design (UCD). I help companies to excel and boost its identity, services and applications in the digital phase.

My expertise in design tools such as Sketch, Adobe Photoshop, Adobe illustrator and Figma enables me to create high-fidelity designs that effectively communicate design concepts to stakeholders.

Work Experience

Senior Product Designer

🏢 Creed & Bear Network 📍 Dubai 📅 May 2024- Present

- Created complete design system for "Aamia", with design tokens to improve flexibility.
- Designed the wallet, subscription and profile (3/5) modules of the "Aamia" project.
- Completed all user flows with responsive designs (mobile/tablet/web).

Super Future Technology

🏢 Senior UX/ UI Designer 📍 Dubai 📅 Jun 2023- Feb 2024

- Headed the SF Chat IM project - a chat application with crypto transfer feature.
- Created the Design System for SF Chat IM completed the whole mobile application.
- Worked on the mobile version of the SF crypto trading application with smart contracts.

🏢 UX/ UI Designer 📍 Dubai 📅 January 2023- May 2023

- Designed the Desktop application of Future Tank - a crypto education platform.
- Created wireframes and moodboards for a crypto trading application for ROK market.
- Worked on their landing pages, favicons and feature graphics + 3D icons for user levels.

Associate UX Designer

🏢 AHOY DMCC 📍 Dubai 📅 April 2022 - December 2022

- Part of the team working on the Artaah project - a luggage delivery application.
- Designed various features for the Artaah mobile application.
- Created user flows and journeys with detailed wireframes.

Graphic Designer/Content Creator

🏢 Bravura Advertising LLC 📍 Dubai 📅 April 2018 - August 2020

- Styled the company profile and branding for various organizations including logos.
- Planned, managed and created advertising and promotional materials for events.

Education

Foundation of UX Design

🏢 Coursera 📍 Dubai 📅 October 202 - December 2022

BA (Hons) Media, Advertising and PR

🏢 Middlesex University 📍 Dubai 📅 July 2011 - June 2014

Tools

Figma



Adobe Illustrator



Adobe Photoshop



Sketch



Invision



Professional Skills

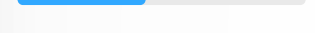
Design System



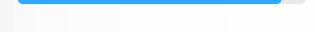
Design Thinking



UX Design Strategist



Prototyping



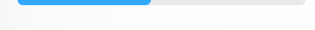
Wireframes and Moodboards



Micro Interactions



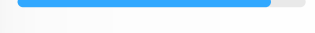
User Research



Usability Testing



Problem Solving



Information Architecture



Languages

- English
- Urdu
- Hindi
- Gujarati