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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

Full Time

🏢 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.
- Conducted **user testing** (card sorting, treejack testing), refining information architecture and improving navigation by **30%**.

Super Future Technology

Full Time

🏢 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.
- Conducted stakeholder discussions, transforming feature-oriented requirements into **actionable design backlogs**.

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

- Led UX workshops with stakeholders, **clarifying requirements and reducing iteration** cycles by 25%.
- Created wireframes and moodboards for a crypto trading application for ROK market.
- Conducted UX assessments of existing digital products, identifying **usability gaps**.

Associate UX Designer

Full Time

🏢 AHOY DMCC 📍 Dubai 📅 Jan 2022 - December 2022

- Designed various features for the **Artaah mobile application**.
- Collaborated with developers and product managers to implement **user-centered UI designs** with pixel-perfect execution.
- Created **wireframes** and **interactive prototypes** based on requirements, improving usability by 15% through iterative design

Graphic Designer/Content Creator

Full Time

🏢 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

Full Time

🎓 Coursera 📍 Dubai 📅 October 2021 - December 2022

BA (Hons) Media, Advertising and PR

Full Time

🎓 Middlesex University 📍 Dubai 📅 July 2011 - June 2014

Tools

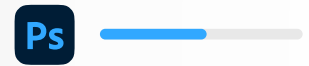
Figma



Adobe Illustrator



Adobe Photoshop



Sketch

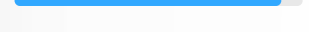


Invision

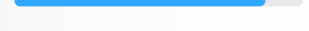


Professional Skills

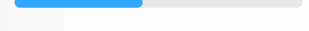
Design System



Design Thinking



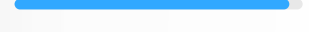
UX Design Strategist



Prototyping



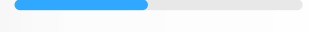
Wireframes and Moodboards



Micro Interactions



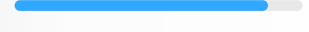
User Research



Usability Testing



Problem Solving



Information Architecture



Languages

- English
- Urdu
- Hindi
- Gujarati