# ZEESHAN AHMAD

## Senior UI/UX Designer

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[Portfolio](#)    in [zeeshanweb](#)    Bē [zeeshanweb](#)

## Professional Summary

**Case Study** Apna Sambhal – Business Listing Experience.

User-focused UI/UX Designer with over 6 years of experience in crafting intuitive and responsive digital interfaces. Proven expertise in Figma, Adobe XD, Motiff, and front-end collaboration. Adept at wireframing, prototyping, and conducting usability testing to deliver seamless and consistent user experiences.

## Key Responsibilities:

- Led the design of **responsive web** and mobile interfaces using **Figma,** Adobe XD, and **HTML/ CSS**, ensuring consistency and scalability across platforms.
- Executed **user research**, **usability audits**, and A/B testing to validate design decisions and enhance user satisfaction.
- Developed detailed **wireframes**, **interactive prototypes**, and **design systems** aligned with product goals and **accessibility guidelines** (WCAG).
- Maintained and implemented design systems, style guides, and accessibility standards.
- Partnered cross-functionally with developers, product managers, and QA teams for seamless **implementation** and rapid iteration.
- Advocated for design best practices including visual hierarchy, intuitive **interaction design**, and inclusive user experiences.
- Delivered impactful **UI/UX solutions** that improved product performance, **user engagement**, and business conversion metrics.

## Technical Skills

**Design Tools:**  Figma (Expert), Adobe XD, Motiff, Framer

**Frontend Technologies:**  HTML5, CSS3, SASS, Bootstrap, JavaScript, React JS (1 year)

**Prototyping & Testing:** Figma, Framer, A/B Testing, Usability Testing

**Design Standards:** Design Systems, Style Guides, WCAG Accessibility

**Graphic Tools:** Adobe Photoshop, Adobe Illustrator

## Soft Skills and Expertise

Agile Methodology    BEM Methodology    AB Testing    Git / GitHub

# Certification

**Diploma in Graphic & Web Design (New Media Animation)**  📅 2016

# Work Experience, Companies, and Projects

### Eureka Digitisation and Automation Services  📅 Feb, 2023 - Sep, 2024
**UI/UX Designer**  ◎ Thane Maharashtra

- Designed clean and user-centric interfaces using Figma, Motiff, Framer
- Collaborated with dev team to ensure responsive and scalable web apps
- Conducted usability reviews and improved flows for high-impact clients

**Project:** https://www.rrkabel.com   https://lsin.panasonic.com   https://shop.godrejsecure.com

https://bandhanbank.com/   https://itszeeshanweb.github.io/ivr-self-creation

https://itszeeshanweb.github.io/vahan

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### The Interactive Pvt Ltd  📅 Oct, 2020 - Feb, 2023
**Senior UI/UX Designer**  ◎ Noida, India

- Led a design team on internal and client projects
- Built mobile-friendly UIs using Figma and front-end handoff tools
- Improved UX flows for educational and NGO platforms

**Project:** https://tcl.genderonline.org   https://sld.genderonline.org   https://genderonline.org/

https://www.apnasambhal.com   https://www.navinclasses.com   https://edukrypt.com

https://brighttutee.com

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### Digital Merits Pvt (Infodelix)  📅 Sep, 2018 - Oct, 2020
**UI/UX Designer**  ◎ Noida, India

- Created modern UI layouts for international clients
- Ensured pixel-perfect handoff with devs using Adobe XD and CSS

**Project:** https://infodelix.   https://www.advanced.edu.   https://www.kaltraining.com.

https://sits.edu.au/

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# Education

**Bachelor of Computer Application (BCA)**

**kalinga University Raipur Chhattisgarh**  📅 2018

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**Intermediate**

**UP Board, (Allahabad)**  📅 2015

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**High School**

**UP Board, (Allahabad)**  📅 2013