

Lateef Mushtaq

Portfolio: www.lateefdesigns.com

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EXPERIENCE

UI/UX Designer [Wits Innovation Lab](#)

01/10/2020 – 01/01/2022

*Delivered design solutions for complex projects at startups, demonstrating adaptability in a fast-paced service environment.

*Collaborated closely with international clients like Affinidi and Herbalife Nutrition to create user-friendly designs following industry standards.

*Worked alongside developers to integrate design elements seamlessly, ensuring effective user experiences for clients.

UI/UX Designer [Pickrr Technologies](#)

01/03/2021 – 31/12/2021

*Enhanced user experience by simplifying tasks, creating attractive dashboard assets, and incorporating new features.

*Designed a mobile version for critical updates and conducted user acceptance testing.

*The current design version used by Pickrr is based on our teamwork.

Junior Designer [GoalWit Technologies - Website, E-commerce, App, ERP, CRM, Development](#)

01/12/2018 – 09/2020

*Gained real-world project experience designing assets and graphics for Goalwit Technologies' matrimonial startup.

*Developed the landing page for their product, which is now utilised by thousands of users.

EDUCATION

MSc. Data Analytics, Berlin School of Business and Innovation

01/02/2022 – 01/10/2023 Berlin, Germany

Bachelor of Technology in Computer Science, Jamia Hamdard University

01/06/2015 – 01/06/2019 New Delhi, India

SKILLS

- UI/UX• Product Design
- Information Architecture
- Wireframes and Prototyping
- End User/A/B Testing
- HTML• CSS• Bootstrap
- Material–UI
- User Research
- User–Centered Design
- Design Thinking
- Rapid Prototyping
- Design Systems
- Analytics

TOOLS

- Figma
- Sketch
- Adobe Xd
- Adobe PS
- Miro
- Balsamiq
- Jira