



## Lateef Mushtaq

**Date of birth:** 03/10/1997 | **Nationality:** Indian | **Phone number:**

(+49) 17632685486 (Mobile) | **Email address:** [lateefmushtaq4@gmail.com](mailto:lateefmushtaq4@gmail.com) |

**Website:** [www.lateefdesigns.com](http://www.lateefdesigns.com) |

**Address:** Arnulfstraße, 113, 12105, Berlin, Germany (Home)

### ABOUT ME

I am an experienced UX designer with a successful history of optimizing user experience for startups like Pickrr and Goalwit Technologies and designing interfaces for renowned international companies like Affinidi and Herbalife Nutrition. I also have some experience using ReactJS with Ant Design and Styled Components for developing UI.

### WORK EXPERIENCE

01/10/2020 – 01/01/2022 Delhi, India

**UX/UI DESIGNER** WITS INNOVATION LAB

Collaborated closely with clients and developers, adhering to best practices, and designed interfaces for international companies like Affinidi and Herbalife Nutrition. Delivered user-friendly solutions for startups' complex projects.

Skills: UI/UX Design, Product Design, Wireframes, Prototyping, Information Architecture

01/03/2021 – 31/12/2021 New Delhi, India

**UX/UI DESIGNER** PICKRR

Improved user experience by simplifying tasks, creating appealing dashboard assets, and integrating new features. Designed Mobile version for important updates and conducted user acceptance testing. Pickrr currently uses my design version.

Skills: UI/UX Design, Product Design, Wireframes, Prototyping, Information Architecture, HTML, CSS.

01/06/2018 – 30/09/2020 New Delhi, India

**JUNIOR DESIGNER** GOALWIT TECHNOLOGIES

Real-world project experience in designing assets and graphics for Goalwit Technologies' matrimonial startup. Developed the landing page for their product, now used by thousands of users for account creation.

Skills: Graphic Design, User Interface.

### EDUCATION AND TRAINING

01/05/2015 – 01/06/2019 New Delhi, India

**BACHELOR'S IN COMPUTER SCIENCE** Jamia Hamdard University

**Website** <https://jamiahamdard.edu/>

01/02/2022 – 01/09/2023 Berlin, Germany

**MSC. DATA ANALYTICS** Berlin School of Business and Innovation

**Website** <https://www.berlinsbi.com/>

● **DIGITAL SKILLS**

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UI / UX | Wireframes & Prototyping | Prototyping | Information architecture | User Flow | ReactJS (beginner) | Html, Css, Bootstrap

● **LANGUAGE SKILLS**

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Mother tongue(s): **URDU**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
<b>ENGLISH</b>	C2	C2	B2	B2	B2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● **ADDITIONAL INFORMATION**

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**TOOLS**

**Softwares**

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

**CERTIFICATIONS**

01/03/2020 – 01/07/2020

**Interface Specialization**

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Online, Coursera, California Arts School (03/2020 - 07/2020)

01/05/2020 – 01/06/2020

**Dashboard UI Specialization**

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Online , Coursera, California Arts School (05/2020 - 06/2020)

01/05/2023 – 01/06/2023

**Digital Product Design: UX Research**

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Online, Udemy

01/09/2023 – 04/10/2023

**Instructional Design for ELearning**

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Online, Udemy