# Muhammad Anus Iqbal

## User Experience Designer | Product Designer

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Product-focused UX/UI Designer with 3.5+ years shipping user-centered digital products for EdTech and AI platforms serving 5,000+ users across North American markets. Specialized in user research, usability testing, and data-driven design delivering measurable improvements in engagement and conversion.

## SKILLS & TOOLS

User Research, Usability Testing, User Interviews, Wireframing, Prototyping, Information Architecture
Interaction Design, Design Systems, Component Libraries, Mobile-First Design, Accessibility (WCAG 2.1)
Figma, Adobe Photoshop, Adobe Illustrator, Sketch, InVision, Miro, FigJam, Product Thinking, Design Thinking
Agile Methodology, Competitive Analysis, A/B Testing

## EXPERIENCE

**XYTEK** — *UX Designer*                                                                          *Apr 2025 - Jan 2026*

- Designed AI-powered student portal enabling students to access course information, track grades, and receive personalized recommendations through web dashboard and mobile app as primary designer from concept to launch
- Contributed to product strategy by presenting competitive analysis and UX recommendations that shaped MVP scope and feature roadmap
- Partnered with AI/ML engineering team to design intuitive interfaces features, ensuring design feasibility within technical constraints

**ERP Technicals** — *UX/UI Designer*                                                          *April 2023 - Jan 2025*

- Lead end-to-end design for 5+ responsive websites including education platform serving 5,000+ students across Canada/US markets as sole designer, managing research through developer handoff
- Redesigned information architecture and navigation through user interviews and behavioral analysis, reducing task completion steps and improving usability metrics via mobile-first approach
- Collaborated with PMs and developers in Agile sprints to prioritize features, validate prototypes with stakeholders, and reduce revision cycles through iterative prototype testing

**Wubac** — *UX/UI Designer*                                                                    *july 2022 - March 2023*

- Designed high-fidelity interfaces for 20+ client projects across fintech, e-commerce, and healthcare sectors managing discovery through developer handoff
- Created user flows, wireframes, and interactive prototypes in Figma, reducing client feedback loops and accelerating project timelines through early validation

## EDUCATION

**Institute of Modern Science & Arts** — *Bcit. Bachelors in Information Technology*          *June 2018 - August 2021*