M. Abeer Abid

UI/UX / Product Manager

Address: - Lahore, Pakistan

Mobile: +923224033139

WhatsApp: +923224033139

Email: m.abeerabid@gmail.com

Experience: 16 years

Marital Status: Married

Skills

- Mobile UI/UX design
- Web UI/UX Design
- Visual Design
- Branding
- Figma Design System
- Material UI Design Components (MUI)
- Usability Testing
- User Research
- User Flow
- Personas
- Wireframes
- Prototyping
- HTML/CSS

Expertise

- Figma
- Sketch
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Miro
- Marvel App
- Invision App
- Zeplin

Portfolio

About

With a rich background as a creative UI/UX designer, I bring a unique blend of innovation and practicality to my work, further enriched by my extensive experience in the UAE. My design journey has been punctuated by crafting visually stunning and user-centric interfaces that resonate with diverse audiences.

As a seasoned professional in the fields of UI/UX and Product Management, I bring a wealth of experience and a proven track record of driving successful design and product initiatives. With a solid foundation in user interface and experience design, I have led cross-functional teams to deliver innovative, user-centric solutions. My strategic approach to product management has resulted in the successful launch of multiple products, contributing to significant revenue growth. Proficient in industry-standard design tools and methodologies, I am adept at translating complex requirements into visually appealing and intuitive designs. My ability to bridge the gap between design and development, coupled with a keen understanding of market trends, positions me as a valuable asset in creating exceptional user experiences and achieving strategic business objectives.

Experience

1. UI/UX and Product Manager at SofaBespoke.co.uk
Lahore, Pakistan (Remotely) — January 2021 – (Present)

Responsibilities

- Overseeing the operations of an online UK based furniture store, ensuring seamless management of the e-commerce platform.
- Spearheading the design and implementation of an ERP system, leading a dedicated team to optimize its functionality.
- Conceptualizing and developing a Tutor Website, directing a team to ensure its effective design and functionality.
- Conducting comprehensive research, strategic planning, and implementation for all ongoing projects.
- Directing and coordinating teams across diverse countries, including India, Egypt, Pakistan, and the United Kingdom.
- Managing a social media team in the UK, providing strategic guidance to enhance sales and brand visibility.
- Personally overseeing all design and UX-related tasks, collaborating with junior designers to ensure high-quality outputs.
- Reporting directly to the CEO, providing regular updates on project progress, team performance, and strategic developments.

2. UI/UX/ Design Team Lead at Experts Desk
Lahore, Pakistan — February 2020 – January 2021

Responsibilities

- Accountable for meticulously managing all assigned tasks within the Trello
- Allocating resources efficiently to tasks as needed.
- Assisting subordinates with design-related research to enhance the design process.
- Ensuring quality assurance checks before submitting work to the Marketing team.
- Taking ownership of final fixes and incorporating feedback for continuous improvement

3. Visual Designer at TACME (Technical Art Concepts Dubai).
Dubai, UAE — August 2014 – January 2020 (5 year 06 months)

Responsibilities

Passion

- Photography
- Sketching
- Designing

- Designing the user interface and user experience for mobile applications.
- Conducting UX research and analyzing personas to enhance user interactions.
- Creating wireframes and blueprints for a structured design approach.
- Implementing responsive web design for optimal user experience across devices.
- Developing prototypes to visualize and test design concepts.
- Crafting illustrations to enhance visual appeal and communication.
- Designing kiosk applications, including foiling design and print.

4. Senior UI/UX Designer at MEZINO Technologies.
Lahore, Pakistan — November 2010 – August 2014 (3 year 09 months)

Responsibilities

- Supervising a team of talented designers to ensure efficient collaboration.
- Engaging directly with clients to understand and address their design needs.
- Providing creative guidance as a UX advisor for innovative solutions.
- Crafting designs for mobile applications, ensuring an intuitive user experience.
- Designing responsive E-Commerce websites, including a shopping cart feature for optique websites.

5. Web/Graphic Designer at IO Logics.
Lahore, Pakistan — Apr 2010 to Nov 2010 (08 months)

Responsibilities

- Solely managed the entire design workload as the only designer in the company.
- Implemented responsive web design for optimal user experience across devices.
- Designed user interfaces and experiences for mobile applications.
- Created engaging designs for mobile games.

6. Web Designer at DMV (Digital Media Ventures).
Lahore, Pakistan — Sep 2008 to Mar 2010 (1 year 7 months)

Responsibilities

- Initiated my professional journey at DMV, establishing a strong foundation.
- Collaborated closely with project managers and developers to shape the design direction and functional specifications of websites, aligning with user behaviors.
- Created intuitive web interface designs.

Education

Bachelor of Commerce (B.Com)
Peak Solution College, Lahore, Pakistan

Intermediate of Commerce (I.Com)
National College of commerce, Lahore, Pakistan

Matriculation
Pakistan grammar school

Courses

Web/Graphic Designing
Peak Solution College

Diploma in Textile & Fashion Designing
National Textile College NTC

Reference will be available on request