M. Abeer Abid

UI/UX Designer

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Experience: 15 years
Marital Status: Married

Skills

- Figma Design System
- Material UI Design Components (MUI)
- Cryptocurrency Design (Exchange) (Explorer) (Crypto Wallet)
- Usability Testing
- User Research
- User Flow
- Personas
- Wireframes
- Layout
- Visual Design
- Branding
- Mobile App design
- Web Design
- Prototyping
- HTML/CSS

Expertise

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

Portfolio

About

I am a creative UI/UX Product designer with a unique perspective shaped by my experience in successfully managing a furniture online store. This hands-on involvement in the e-commerce world has enriched my design approach, allowing me to seamlessly blend aesthetics with user-centered functionality.

Having navigated the complexities of an online furniture business, I possess a deep understanding of user behavior, conversion optimization, and brand engagement. This expertise translates into my design work, where I consistently create intuitive and visually appealing interfaces that cater to user needs while aligning with business goals.

My portfolio showcases a diverse array of projects, each reflecting my ability to translate complex ideas into captivating designs. Through meticulous attention to detail, I ensure that the user journey is seamless and delightful, fostering lasting connections between customers and products.

With a strong foundation in e-commerce operations, I am committed to delivering UI/UX solutions that resonate with users and drive tangible results. My journey as a UI/UX Product designer, coupled with my experience in running a furniture online store, uniquely positions me to craft designs that are as aesthetically pleasing as they are commercially effective.

Experience

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

Responsibilities

- Managing an online furniture store.
- Research, Planning and making strategies for success full product.
- Managing multiple teams in different countries.
- Managing 3D modeler team in India, 3D interior design team in Egypt. Content writing and SEO team in Islamabad. Developers team in Lahore.
- Managing a social media team in the UK. Providing them a strategy and plan to increase sales.
- Taking care of all design and UX related tasks by myself with the help of junior designers
- Report direct to CEO.

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

Responsibilities

- Taking responsibility of all assigned tasks thoroughly on company's official task management system.
- Allocate resources to task respectively.
- Helping all subordinates design related research, if needed to boost the design process.
- Ensure QA before submitting to Marketing.
- Responsible for Final fixes with feedback.

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

Responsibilities

- Mobile applications UI/UX Design.
- UX Research, Persona analysis

Passion

- Photography
- Sketching
- Designing

- Wire framing / blueprint
- Responsive web design
- Prototyping.
- Illustrations.
- Kiosk applications + Foiling design and print.

4. Senior UI/UX Designer at MEZINO Technologies.

Lahore, Pakistan — November 2010 – August 2014 (3 year 09 months)

Responsibilities

- Managing a small team of designers.
- Direct with clients.
- Creative UX Advisor.
- Mobile applications design.
- Responsive E-Commerce web design (Shopping cart for Optique).

5. Web/Graphic Designer at IO Logics.

Lahore, Pakistan — Apr 2010 to Nov 2010 (08 months)

Responsibilities

- I was the only designer in this company and managing Complete workload
- Responsive Web Design.
- Mobile applications UI/UX Design.
- Mobile Game Design.

6. Web Designer at DMV (Digital Media Ventures).

Lahore, Pakistan — Sep 2008 to Mar 2010 (1 year 7 months)

Responsibilities

- I started my professional career from DMV, it was a very good start.
- I worked closely with the project manager and developers to set the design direction and functional specifications of the sites based on user behaviours.
- Web interfaces designs.

Education

Foundation Art & Design (National college of Arts NCA)
2007

Web/Graphic Designing (Peak Solution College)
2007 During Graduation

Diploma in Textile & Fashion Designing (National Textile College NTC)
During Intermediate 2006

Reference will be available on request