

AFREED PATAN

Product Designer

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WORK EXPERIENCE

User Experience Designer

f1studioz • Dec 2021 - September 2022

Created user experiences and interfaces using Figma to create business solutions for a variety of different clients like OneInsure, Aviso & Spectra. Additionally, I contributed to the development of a pitch project for Bajaj Mutual Funds, including the user flow, UI, and IA

Presenting design solutions to the clients outlining how all design decisions are hitting certain KPIs and other success metrics

Working on Aviso project with project managers and developers to create technically feasible design solutions for our clients within the given project timeline

UI/UX Designer

Dotcomweavers • Nov 2019 - October 2020

A redesign of the Dotcomweavers website was carried out by me, including UX research, wireframes, mockups, and design testing. Delivering and testing Android, iOS, web, and desktop prototypes.

Defining features with PMs and developers. Experience working on Magento-based e-Commerce projects

UI/UX Designer

Relgo Networks • July 2018 - October 2019

Worked with the internal team to shape the final MVPs for SaaS products like CRM, HRM, and MM, by collaborating on web and mobile applications, and dashboard screens.

And, Worked on the Relgo website redesign for both web and mobile compatibility.

Handled all internal graphic design, advertising, and marketing work relating to digital marketing.

Freelancer

The Coder Spot • Jan 2020 - April 2021

Worked on many freelance projects including Android, iOS, web and mobile responsiveness and collaborated with many developer teams

Managed a wide variety of cross-media platforms like UI Designs, Branding & Illustrations for Tech and food startups and health care consultancies such as Torus, Shephalee, Rory Clinic

EDUCATION

Bapatla Engineering College

B. Tech - EEE • Affiliated to ANU • 2014-18

7 CGPA, Electrical & Electronics Engineering (EEE) Graduate, Holding Bachelor of Technology (B. Tech) Degree.

Contributed and took part in various competitions and projects. Awarded the best college magazine designer and best Paper/Project for my work in the final year, leading a team of 4.

ACHIEVEMENTS

Best Magazine Designer - 2017

Awarded as the best magazine designer of the year 2017 by designing my college magazine for the Electrage 2k17 contest.

IBM Certified Designer - 2020

Certified by the IBM in the Enterprise Design Thinking practitioner.

Google Certified Designer - 2021

Certified by the IBM in the Enterprise Design Thinking practitioner.

SKILLS

Adobe Creative Suite

UI/UX Design

User Research

Wireframing

Information Architecture

Atomic Design System

Design Audits

Figma / Sketch

Invision