Ahmed Raza
User Experience Designer

Portfolio
https://raza-ahmed.github.io/portfolio

Profile

A designer passionate about creating better user experience through aesthetics and problem-solving. Skilled in all stages of the experiential design process, including discovery, ideation, prototyping, and user testing, I have experience working independently as well as collaborating with teams.

Experience

BookMyForex.com   UX Design Engineer
APRIL 2017 - PRESENT, GURGAON

- I led the research, prototyping, usability testing and design of new products (finance and travel domain) of the company.
- Collaborated with product managers and stakeholders to improve and add new features in the internal customer management dashboard.
- Redesigned the existing blog which led to the decrease in bounce rate (-30%)
- I conducted 7 user interviews and gathered significant problems in the web and solved the problems through prototyping new design and flow
- Created the hiring criteria and interview process for Designers

BookMyForex.com   UI/ UX Designer
AUGUST 2016 - MARCH 2017, GURGAON

- Responsible for User Research, Information Architecture, Interaction, and Visual Design, Prototyping and User Testing across the web and mobile products.
- Led mobile-first design approach which resulted in an increase in lead generation to our marketplaces and an increase in conversion rates.
- I collaborated with front end engineers to code the UI.

Wegilant Net Solution   UI/ UX Designer
AUGUST 2015 - JULY 2016, GURGAON

- Prototyped and designed the user flows and visual styles for Appvigil Customer Dashboard.
- Designed presentations and print materials for the marketing and sales teams.
- Created the user flow, user interface and style guides for Appvigil iOS and Android app.

Information

Work	4+ Years Experience
Phone	+91 - 9910715234
Email	raza2393@gmail.com
Portfolio	behance.net/raza2393
linkedin	lnkd.in/fqeGNfj
linkedin	raza2393
Location	Sector 45, Gurgaon
Dribble	dribbble.com/ahmed_raza

Skills

Software

Sketch	●●●●●
Adobe XD	●●●●○
Zeplin	●●●●○
Adobe Creative Suite	●●●●○
Balsamiq	●●●●○
Invision	●●●●○

Design Skills

Usability and concept testing
Qualitative analysis methods
Sketching and Wireframing
Rapid Prototyping
Interaction Design
Initial brainstorming
Current Practise Analysis
Interview and Surveys

Projects

Forex Card Management App Design   (BookMyForex.com)
Link: https://raza-ahmed.github.io/portfolio/mobile-app.html

- Divided the whole project into 10 modules and working on designs based on priority.

- Modules helped developers start working immediately without waiting for the whole design to complete .

- Created Paper wireframes to discuss the initial idea and problems in the design.

- Explored and experimented with new UX tools to help developers and the team understand the overall project.

Tour & Activites Product Design   (BookMyForex.com)
Link: https://raza-ahmed.github.io/portfolio/tour-booking.html

- Followed mobile-first design approach to design Tour and Activities booking website.

- Explored competitors websites by creating test orders to understand the flow.

- Created wireframes in Balsamiq and organised design discussion meetings based on the wireframes.

Internal CRM Re-design   (BookMyForex.com)

- Explored existing dashboard to find out easily visible issues.

- Conducted empathy interview of existing dashboard users to find the major issues

- Collected insights from the interview to design a prototype of the Dashboard

- Designed and launched the dashboard and conducted a post launch interview detected new UX issues

Achievements

Design Hackathon Winner
Wegilant Net Solutions 2015- One of the 3 winners out of 150 participants

Student Entrepreneur
Innovate Delhi Entrepreneurship Academy (IDEA) - A Stanford GSB and IIIT Delhi initiative. Learned Design thinking approach of ideating and developing products.

Android Apps with more than 10,000 users
Designed and developed more than 5 android apps on playstore, having more than 10k downloads and 1k daily users

Additional Skills
HTML/ CSS3
Android Development
Basic Javascript
Illustration Design
Iconography