HENAN REHMAN
UI/UX DESIGNER

Highly skilled UI/UX Designer, with a **Bachelor's Degree in Architecture** seeking to use proven skills in UI prototyping to enhance user experience. Skilled in Sketch and UX Research. Have completed several projects, including design of a chopper-booking web app, song-quiz game, and worked industry famous brands like **First Abu Dhabi Bank, ADNOC, HSBC Saudi, and Dubai Sports City** to name a few.

- www.henandesigns.com
- 058 564 3995
- www.linkedin.com/in/henan-rehman
- henan.ar786@gmail.com

WORK EXPERIENCE

UI/ UX DESIGNER   Jan 2020 — Present
Mirum Digital Agency

Review and control final layout and suggest improvements as needed, and present the final layout to the client for approval.
Develop graphics, illustrations, iconography and layouts for the e-commerce Mailers and Social Media.
Maintain image resource files, resizing them based on optimal web preferences for the quickest load time.
Ideation and creation of UI design deliverables: **Sitemaps, user flows, wire frames, lo-fi** and **hi-fi layouts, prototypes**.
Partner with the product team to identify product features and functionality related to business objectives.
Present strategic plans, work product directly to clients.

FIRST ABU DHABI BANK	www.bankfab.com Formulating the UDS System, redesigning web pages based on analytics, doing quality assurance reports for other companies based on the UDS.
VUSE VAPE	www.vuse.com/ae Design newsletters and banners for introduction of flavors and devices, redesigning few of the existing pages, client calls and quality assurance.
DUBAI FIRST	www.dubaifirst.com/en-ae/ Designed the website featuring the cashback credit card.
HSBC SAUDI (SABB)	Maintainence of the app design, catering to the new requirements from the client and producing screens, client calls, quality assurance.
3ICH LOUBNAN	Designed in-app game screens for a Lebanese lifestyle app, for earning reward points.
ALDAR PROPERTIES	www.aldar.com/en Formulated the UDS for the whole website, desktop and mobile version. Designed the iconography used throughout the website.
SAKANI — Ministry Of Saudi Housing	www.dubaifirst.com/en-ae/ Formulated the UDS for the whole website, desktop and mobile version.

JUNIOR UI/ UX DESIGNER   Sep 2018 - Dec 2019
Omnia Digital Agency

Develop an understanding of project needs performing **user research**, conducting **stakeholder interviews**, competitive research and **bench marking**.
Develop graphics, illustrations, iconography and layouts
Collaborate with UX architect on wire frames, information architecture, and dynamic interactions.
Prototyping in InVision or other tools of choice while remaining true to brand guidelines and business goals.
Ideation and creation of UI design deliverables: **Sitemaps, user flows, wire frames, lo-fi** and **hi-fi layouts, prototypes**.
Maintain image resource files, resizing them based on optimal web preferences for the quickest load time.

SOFTWARE

- Sketch
- Figma
- Abstract
- Zeplin
- Invision
- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Adobe Lightroom

SKILLS

- UX Research
- Personas
- Unified Design System
- Style Guides
- Iconography
- Product Mockups
- Newsletters
- Illustration
- Photography
- Social Media Collateral
- Poster Designing
- Magazine Designing
- Development Handover
- Quality Assurance Reports

EDUCATION

BACHELOR IN ARCHITECTURE
Manipal University, Dubai
2015 - 2020

HIGH SCHOOL
The Indian High School, Dubai
2013 - 2015

GULF TODAY	www.gulftoday.ae
	Designed the graphics required for the sub-categories of each main section of the website on the bottom of the main pages.
TGT OIL	www.tgtdiagnostics.com
	Formulated the design system for the website; desktop and mobile versions. Helped design the mobile screens required for the website keeping in mind, optimized user experience for mobile screens.
ADNOC	www.adnoc.ae
	Helped design the mobile screens required for the website and the illustrations for the footer for an older version of the website.
DUBAI SPORTS CITY	www.dsc.ae
	Formulated the design system for the website; for desktop and mobile versions, along with the content-population, image optimization and content uploading on WordPress. Designed the illustration on the 404 error page as well.
DIGITAL SERVICE MARKETPLACE (TRA)	www.marketplace.gov.ae/
	Formulated the design system for the website, for desktop and mobile versions, along with the iconography used throughout the website.
INTERNATIONAL MEDIA INVESTMENTS (IMI)	www.internationalmediainvestments.com
	Helped design the mobile screens required for optimized user experience for mobile screens.
ABU DHABI INVESTMENT OFFICE	www.investinabudhabi.ae
	Content management and uploading using sitecore for the whole website.

- **JUNIOR ART DIRECTOR**   July 2018 - Dec 2018
  Brandswise Media & Marketing

  Designing kiosks for marketing events, mall activations and street fairs. Preparing client presentations and pitch decks. Designing and curating the themes and vendors for outdoor events.

- **GRAPHIC & UI DESIGNER**   July 2018 - Aug 2018
  Quikwork Recruiting App (Contract)

  Worked on a contract basis with Quikwork team to design an app for a platform for recruiting freelancers. Had to design separate login journeys and screens for recruiters and for candidates. Also, handled their social media accounts, designing their weekly marketing posts for a span of 2-3 months.

- **GRAPHIC DESIGNER & TEAM MANAGER**   2011 - 2014
  Formula 1 In Schools Technology Challenge

  Designing the brand identity, logos, banners and uniform for the team. Preparing pitch decks for getting sponsorship. Managing a team of 6 and presenting in front of a panel of judge in the Yas Marina Circuit, Abu Dhabi. Also, helped the car designer with 3D modelling in 3DsMax for designing the miniature CNC routed car for the race.

NOTABLE FREELANCE PROJECTS

FINLLECT ILLUSTRATIONS	Designed illustration for the re-design of the app called 'Finllect', a finance related app targeting youth, to educate them about finance, budgeting, credit score etc.
SONG QUIZ	www.songquiz.ga/login
	Designed the desktop and mobile designs for the song quiz game. A songs guessing game, where the user will be given a choice of 4 song names to guess from after a playing a short clip of 40 seconds.
CLAPPY BIRD	www.bit.ly/38pHMlU
	Designed the visuals for the clappy bird game, a more challenging version of the flappy bird, where the movement of the bird through the pipes is controlled by sounds.
VETIFLY	Carried out a market study and user research, and designed an app along with website for an app for booking chopper service in Lagos, Nigeria. Designed the user flows, journey maps and visual styles for the website.
AL TENEIJI REAL ESTATE	Designed a website for a real estate company, for listing their properties online for renting, buying and selling.