RUWAIZ RAZAK
USER EXPERIENCE DESIGNER

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EXPERIENCE

ZYNGA, SENIOR EXPERIENCE DESIGNER   July 2023- Jan 2024

- Redesigned Navigation and FTUE **resulting improved New User Retention Rate** significantly.
- **Presented design proposals** effectively to stakeholders and cross-functional teams.
- **Mentors intern and Associate UX designers** nurturing growth.
- **Defined A/B testing** validating hypothesis using KPIs.
- **Elevated end-to-end experience,** addressing and identifying UX issues through thorough research.

ZYNGA, EXPERIENCE DESIGNER   July 2021- 2023

- Contributed to Farmville 3 UX transition from external studio to Zynga India with Senior UX.
- **Revamped Ad-watching experiences** for players.
- Drove design decisions through rigorous **qualitative and quantitative researches**.
- Streamlined design process by building **design systems in Figma and Unity.**
- **Built survey systems** within the game to gather qualitative and quantitative data.

ZYNGA, ASSOC. EXPERIENCE DESIGNER   July 2019- 2021

- Designed features by conducting **Competitive Analysis, UX Research and diverse design stages.**
- **Collaborated with PMs and Game Designers,** to synchronize feature alignment with business needs, market feedback and user testing.
- **Built Unity prefabs** and translated figma designs and animations to prefabs and .anim files.
- **Directed Revenue KPIs and feature roadmaps as APM** in 2021 Q1, under supervision.

GLU, ASSOC. EXPERIENCE DESIGNER   Mar 2018- 2019

- Conducted **funnel analysis on user onboarding** reducing churn and improving retention.
- Built multiple features adhering to **Agile** methodology by conducting **Usability Testing, User Research,** creating **Wireframes, Prototypes, User flows, use cases, defining VFX** and **SFX** for features.

KERALA STARTUP MISSION, FELLOWSHIP   April 2017- 2018

NEXT FELLOW, PRODUCT DESIGNER   Jan 2017- 2017

EDUCATION

BACHELOR OF ENGINEERING IN COMPUTER SCIENCE   June 2012-2016
Vishwesharaya technical university

SKILLS

Wireframing	IA	Quantitative Researches	Competitive Analysis
SQL	Heuristics Analysis	Qualitative Researches	Data Visualization
Figma	HTML/CSS	Excel	Adobe Suite