ZOHAIB RAFIQUE

Full-Stack Designer

UI/UX Designer | Product Designer | Web Designer | Front-End Developer

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Summary

With over 15 years of experience, I am a highly skilled and accomplished Senior UI/UX Designer, Product Designer and Front-End Developer. My expertise spans across various areas of web design, graphic design, UI/UX design, and front-end development. I have gained experience in layout design, mobile & desktop (web) applications, landing pages, WordPress website design and development, Ecommerce solutions, logo design, brand identity, prototypes (clickable and simple) and all kinds of wireframing processes.

Experience

Aug 2021 - Present

UX/UI Designer & Front-End Developer - Welbee
Liverpool, United Kingdom | Remote

- Led a project to redesign a flagship product interface, improving user engagement by 25% and reducing bounce rates by 15%.
- Collaborated with cross-functional teams to integrate customer feedback, resulting in a 30% increase in overall satisfaction scores.
- Pioneered the adoption of a new design system standard, enhancing design consistency across platforms.
- Implemented user-centered design principles to streamline workflows, boosting productivity by 40%.

Jun 2018 - Aug 2021

UX/UI Designer - Taaruff
Rawalpindi, Pakistan

- Developed high-fidelity prototypes that increased development efficiency by 30%, reducing time-to-market for new features.
- Performed competitive analysis to identify and integrate leading UX/UI trends and best practices into product designs.
- Optimized user journey maps that enhanced customer journey experience, leading to a 22% rise in net promoter score.
- Championed the implementation of Figma for design workflows, increasing team collaboration and design speed by 25%.

Feb 2017 - May 2018

UI Designer - Kodion Technologies
Islamabad, Pakistan

- Streamlined project workflows through enhanced collaboration among cross-functional teams, resulting in more efficient project completion and boosting UX satisfaction by 30%.
- Initiated a graphic redesign project for web interfaces, enhancing visual appeal and resulting in a 10% reduction in site abandonment.
- Aligned visual identity with branding objectives by collaborating with marketing to integrate feedback into design processes.
- Enhanced customer retention by 35% by conducting user empathy studies to refine client engagement features.

Education

2002 - 2006

Bachelors of Science in Computer Science (BSCS)

2000 - 2002

Intermediate of Science in Computer Science (ICS)

Skills

Visual Design
Design System
Interaction Design
Mindmapping
User Journey
Wireframing
UX Writing
Prototyping
WordPress
Reactjs
Material UI
Bootstrap
HTML/SCSS/CSS

Feb 2014 - Jan 2017

Senior Web Designer - Taaruff

Dubai, United Arab Emirates (UAE) | Remote

- Collaborating with clients or stakeholders to define project goals and requirements.
- Designing website visuals including graphics, typography, and color schemes.
- Creating website templates and mockups using design software such as Adobe Photoshop and Sketch.
- Ensuring that website designs are visually appealing, intuitive, and easy to navigate.
- Ensuring that website designs are responsive and optimized for various devices and screen sizes.

Dec 2012 - Feb 2014

Senior Graphic & Web Designer - Softnex Logix

Islamabad, Pakistan

- Design explorations for user interfaces and related visual design.
- Creating design concepts and wireframes for website layouts and user interfaces.
- Ensuring that website designs are visually appealing, intuitive, and easy to navigate.
- Ensuring that website designs are responsive and optimized for various devices and screen sizes.

Jul 2011 - Nov 2012

Graphic & Web Designer - Payless Web Solutions

Rawalpindi, Pakistan

- Create a high volume of layouts and templates for different websites.
- Establishing design guidelines, standards, and best practices for websites.
- Testing and improving the design and functionality of websites.
- Incorporating functionalities and features into websites, such as navigation, buttons, forms, etc.
- Preparing design plans and presenting the website structure to clients.

Dec 2009 - Jul 2011

Web Designer - Hybrid IT Services

Rawalpindi, Pakistan

- Designing website visuals including graphics, typography, and color schemes.
- Creating website templates and mockups using design software such as Adobe Photoshop and Sketch.
- Ensuring that website designs are visually appealing, intuitive, and easy to navigate.
- Preparing design plans and presenting the website structure to clients.

Jun 2008 - Dec 2009

Web Developer - MIR Solutions

Islamabad, Pakistan

- Developing website functionality and features using programming languages such as ASP.Net and C#.
- Ensuring that websites are optimized for search engines, site speed, and accessibility.
- Collaborating with designers, product managers to ensure seamless integration of design and functionality.
- Troubleshooting and debugging website issues.

Tools

Figma / Sketch / Adobe XD
Adobe Photoshop
Adobe Illustrator
Invision Studio
FigJam/Miro
ProtoPie
CapCut
Jira
Slack
Blender
GitHub
VS Code

Competence

Self Training & Development
Knowledge Sharing
Collaborative Thinking
Methodical Approach

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