

Rasmiya Abdul Rasheed [UI UX Designer]

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SUMMARY

Creative and passionate UI UX Designer of 4+ years of experience with a strong focus on user-centered design. Seeking to deliver effective and high-quality design work with exceptional user experiences through creative and collaborative strengths.

WORK EXPERIENCE

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| CleverX
<i>UI UX Designer</i> | San Francisco, CA, USA (Remote)
<i>January 2022 – Present</i> |
| <ul style="list-style-type: none">Designed wireframes, high-fidelity mockups, prototypes and user interface designs using Figma to create mobile and web applications, resulting in an increase in user engagement.Developed engaging landing pages for CleverX, resulting in significant user engagement and a substantial increase in user acquisitions.Worked cross-functionally with developers and tested the platform to ensure that designs were implemented accurately, and the product meets usability criteria.Improved the end-to-end experience of CleverX by identifying UX issues and proposing required UX strategies and design recommendations.Designed, implemented and maintained a new design system for the platform with a set of UI components, style guides and documentation. | |
| Oceonic Techlabs
<i>UI UX Designer</i> | Kerala, India
<i>December 2020 – January 2022</i> |
| <ul style="list-style-type: none">Collaborated with the team to develop UI UX workflow and designs, including user interface mockups, prototypes, and responsive website designs.Developed advertising posters for brand promotions and digital marketing.Consistently evaluated and refined the designs through user feedback to enhance the overall user experience. | |
| Hortari Technologies Pvt. Ltd
<i>UI UX Designer</i> | Kerala, India
<i>December 2019 – November 2020</i> |
| <ul style="list-style-type: none">Contributed to create UI design elements, appealing illustrations and distinctive icons as part of the product interface to reflect the brand consistency.Created design elements and posters for social media marketing. | |
| DMOOP
<i>Graphic Designer</i> | Delhi, India (Remote)
<i>November 2018 – September 2019</i> |
| <ul style="list-style-type: none">Developed web-design layouts and created designs for various print and web promotional material.Conceptualized and produced graphic arts and visual materials for social media, websites and marketing to promote and boost sales. | |

EDUCATION

Bachelor of Technology (B.Tech) in Computer Science and Engineering <i>Mahatma Gandhi University</i> Federal Institute of Science and Technology (CGPA 7.9 of 10)	Kerala, India <i>2014 – 2018</i>
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SKILLS

Design Skills: Wireframing | Prototyping | User interface design | User research | User testing | Usability | User experience | Building design system | User centered Design | Interaction design | Illustration | Basic knowledge of HTML and CSS

Soft Skills: Creativity | Communication | Collaboration | Problem Solving

Software/ Design Tools: Figma | Adobe Illustrator | Adobe Photoshop | Adobe XD

CERTIFICATIONS

Digital Skills: User Experience

Accenture | 2023

Enterprise Design Thinking Practitioner

IBM | 2023

Keltron Certificate Course in Advanced Web Media Design

Keltron (Kerala State Electronics Development Corporation Limited) | 2019