


# Mohammad Faizan Atiq

## UX & UI Designer \ Creative thinker

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### Introduction

I bring ideas  to life by designing intuitive & human-centered user interfaces. I have helped companies and startups design digital solutions that convert.

I've been designing customer experiences (CX) for the past 9 years for emerging technologies and trends by using user-centered design thinking methods & trending UI patterns.

I have recently delivered solutions in the decentralized and blockchain domain. I work with teams at any stage in their product development life cycle and ensure it meets the HCD guidelines.

I am passionate about reading , writing , and painting in my leisure time and video gaming .

### Work Experience

#### ● Web developer & designer / United Technical Services (UTS), UAE

Jan,2012 - Present

- Improved user processes and crafted user-centered digital products both public and Intranet web/mobile applications.
- Increased the user engagement and product experience.
- Monitored and researched on user behaviors from google analytics for design engaging experiences.
- User testing with various user flows for interfaces and improvement on the solutions.
- Lead a 1 person team to handle social media accounts for and successfully reached 1K users on company's instagram account.
- Guided IT team & Marketing team on design level decisions.
- I have helped UTS in establishing its visual brand language across all digital and print mediums.















#### ● Software Engineer / Medical Transcription Billing Company (Pvt) LTD

Aug 2010 – Apr 2011

Responsible for crafting consumer-centric digital products for medical practitioners. I got the opportunity to work on commercial solutions, including Electronic Medical records. I enhanced the onboarding experience by introducing relevant UI patterns & design elements.

Day to Day activities involved guiding the team on design-level decisions: creating wireframes, mock-ups, prototypes for mobile and web applications.

### Projects

-  DrosUAE
-  Profile dapp
-  KAS Rewards
-  UTS BI
-  UTS Store
-  Flee App
-  Opportunity Management System
-  Insurance App
-  Assist dApp
-  Sheikh Farhan App
-  Mandi Al Madfoon
-  Easy App
-  Culinaire
-  Maa App

### Education

#### ● Masters of Science – Computer Science

Shaheed Zulfikar Ali Bhutto Institute of Science and Technology, Dubai

**Achievement: Gold Medal** 

Jan,2012 - Present

#### ● Bachelors of Science – Information Technology

University of Arid Agriculture, Rawalpindi

Jan,2012 - Present

### Achievements & Certifications

#### ● Creativity: Methods to design better Products & Services

The Interaction Design Foundation

April, 2020

#### ● Web design for usability

The Interaction Design Foundation

March, 2020

#### ● UX: The beginners guide

The Interaction Design Foundation

March, 2020

#### ● Gamification

Coursera, University of Pennsylvania

March, 2015

### Skills

- Low to high fidelity design & prototyping.
- Personas
- Wire-framing
- Userflows, wireflows, video demos
- Social media designs
- Graphics designing
- Research and interviews

### Tools

- Adobe XD, Figma
- Adobe Creative Suite
- Affinity Designer
- Miro, draw.io,
- HTML, CSS, Javascript