

AHSAN NAWAZISH

UX/UI Designer | Graphic Design | No Code Developer

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• Visa Status : Valid

Summary

Experienced UX/UI specialist with a solid 7-year track record in no-code development, focusing on user research and experience design. Mastery of UX/UI principles and adeptness in Figma and Sketch, coupled with a knack for creating fluid digital experiences. Extensive background in graphic design, committed to delivering visually stunning and user-focused solutions.

Skills

Software:

Figma, Adobe XD, UXPin, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe After Effects, Canva, Affinity Designer, Hotjar, Google Analytics v4, Crazy Egg, Jira, Notion, Monday.com, Slack, Bitrix24, WordPress, Wix, Framer.

Expertise:

Wireframing, Prototyping, UX Research, Designing User Personas, UI/UX Design, Graphic Design, User Experience Design, Usability Testing, Ecommerce Design, Information Architecture, Agile UX, Responsive Web Design, Website Design, 2D Graphic Designing, Branding.

Experience

HI Casa Real Estate — <https://hicasa.ae>

Dubai, UAE

Digital Specialist

05/2024 - Present

- Managed and strategized social media content, creating engaging posts and videos, resulting in a 45% increase in engagement and a 30% rise in followers.
- Updated and maintained the company website, leading to a 25% increase in user retention.
- Designed and maintained the brand guidebook to ensure consistent visual identity across all platforms.
- Worked on CRM management, video editing for ads, and SEO copywriting, optimizing the company's digital strategy and customer acquisition channels.
- Designed a property listing website, improving the customer journey and increasing form submissions by 48%.

Intelly Digital Solutions — <https://intelly.ca>

Remote, Ontario, Canada

UI/UX Designer & No Code Developer

03/2021 - 04/2024

- Led UI/UX design projects, achieving seamless user experiences through wireframing and collaboration with developers.
- Contributed to a 34% increase in annual revenue by redesigning internal web and mobile apps.
- Developed high-speed websites using WordPress, leveraging no-code solutions for peak performance.
- Utilized Figma and Monday.com for effective project management and cross-functional collaboration.
- Conducted user research to optimize operational efficiency with innovative wireframe modules.

Education

University of Bradford, United Kingdom

B.Eng. (HONS) Electrical and Electronic Engineering

09/2012 - 07/2015

Languages

English Native

Urdu Native

Arabic Intermediate

Notable Projects

Intelly Digital Solutions Website Revamp

<https://intelly.ca>

12/2021 - 01/2022

Improved user experience and engagement by integrating animations and optimizing information architecture to visually guide users toward form submission.