SOHAIL AKHTAR

UI/UX Product Designer

🌐 https://portfolioz.pages.dev/   📞 9830993177

✉ wahshat6@gmail.com

TECHNICAL SKILLS

- Design Thinking
- Design Systems
- A/B testing
- User-centered Design
- Analytics and User Behavior
- User Research & Personas
- Prototyping and Wireframing
- Usability Testing

SOFT SKILLS

- Problem-Solving
- Critical Thinking
- Data Visualization
- Receptive to Feedback
- User Empathy
- Storytelling
- Collaboration and Teamwork
- Stakeholder Alignment

DESIGN SKILLS

- Figma
- Adobe XD
- Photoshop
- Illustrator
- InVision
- Framer
- Miro
- Origami Studio
- HTML5/CSS3
- Bootstrap & Elementor

SUMMARY

Accomplished UI/UX and Product Designer with crafting user-centered design solutions that solve complex problems and drive engagement. Expertise in design thinking methodologies and Agile workflows, collaborating with cross-functional teams to deliver end-to-end digital products aligned with user needs and business goals. Skilled in integrating data-driven insights, accessibility best practices, and scalable design systems, with a focus on exploring Voice User Interfaces (VUI) and AR/VR for innovative user experiences.

WORK EXPERIENCE

UI/UX Product Designer   *Oct 2023 - Present*

Aigomatik Global

- Revamped a delivery service mobile app's interface using Figma and A/B testing, driving a 35% increase in user interaction and a 20% boost in conversions.
- Enhanced B2B project efficiency by 50% through strategic design thinking and cross-functional collaboration.
- Delivered tailored UX/UI solutions for Healthcare, SaaS & B2B and Finance clients, achieving a 95% client satisfaction rate.
- Leveraged Google Analytics and Hotjar insights to redesign a checkout flow, boosting conversion rates by 22%.
- Developed and maintained a scalable design system, reducing design debt by 30% and accelerating team workflow by 25%.
- Facilitated 5+ design sprints, aligning stakeholders and reducing project kickoff time by 30%.

UI/UX Designer
Nov 2022 - Sep 2023

Tour Tech Top Ltd, Israel

- Delivered an end-to-end healthcare mobile app, improving patient management by 40%.
- Reduced user drop-off rate by 40% by implementing enhanced user journey mapping techniques.
- Improved product usability, resulting in a 25% decrease in user support ticket volume.
- Increased client conversion rates by 25% through improved UX design strategies.
- Designed a CRM system that boosted productivity, incorporating real-time user feedback to improve functionality.

UI/UX Designer
Jun 2021 - Aug 2022

Swazei Inc, San Diego, CA

- Led UX/UI design for a point-of-sale system, optimizing user flows and boosting efficiency by 20%using Figma.
- Designed a customer loyalty mobile app, achieving a 15% increase in repeat users.
- Brainstormed and implemented innovative ideas for improving products and user experiences.
- Presented regular progress updates to stakeholders throughout the development process.

UI/UX Designer
Mar 2017 - Apr 2021

E-medicare, Al-Khobar

- Developed a comprehensive style guide for E-Medicare, ensuring consistency in UI components.
- Redesigned the hospital management system, increasing user adoption by 30%.
- Debugged issues were found during the testing phases, and necessary adjustments were made.
- Worked closely with project managers to meet deadlines and deliver high-quality products.

UI Designer

Freelance

- Developed a comprehensive style guide for E-Medicare, ensuring consistency in UI components.
- Redesigned the hospital management system, increasing user adoption by 30%.
- Debugged issues were found during the testing phases, and necessary adjustments were made.
- Worked closely with project managers to meet deadlines and deliver high-quality products.

Web Designer

Mar 2008 - Nov 2013

Vehement Technologies, Kolkata

- Optimized websites for search engines using SEO best practices.
- Evaluated new web technologies to improve existing projects or recommend solutions for future projects.
- Helped manage a fast-paced software delivery model from within a complex development ecosystem.
- Led a team of 6 designers, monitoring junior designers and assisting in the hiring process, fostering a collaborative design environment.

EDUCATION

Bachelor of Arts

Vinoba Bhave University

CERTIFICATION

Diploma in Graphic & Web Design