UX DESIGN · VISUAL DESIGN · HUMAN CENTERED SOLUTIONS

Hi there, I'm Asif, a Melbourne (Naarm) based **Digital Designer** focused on creating **accessible digital experiences**, prioritising **Human-Centered Design**. In my current role as a **UX and UI Designer** at CX Loop, I am working with the business to **design a SaaS web platform** from the concept stage to developing a comprehensive Mid-Fidelity **UI System** in **Figma.**

My experiences in **Startups** and diverse settings have allowed me to cover areas of **Service Design**, Brand Logo Development, **Visual Design**, and **UI Design** for both **Web and Mobile interfaces**. I am excited to bring these skills into a collaborative and agile environment where I can contribute to delivering human-focused solutions.

RELEVANT EXPERIENCES

UX AND UI DESIGNER · Contract
SEP 2023 – Present

CX Loop · Melbourne
- **Design a SaaS web platform** from concept stage by creating a comprehensive Mid-Fidelity UI system in **Figma** of **120 web-page prototypes** reflecting the distinct stages in the user journey.
- Transform user research survey analytics into visually intuitive visual maps and structured database (using **Mural**, **TypeForm**, **Notion** and **Lucid Chart**) to **understand the user pain points** and measure feasibility.
- Establish an accessible and intuitive **Design System in Figma** incorporating the brand's graphical digital assets by **creating a Local Components Library** with detailed properties of the Job Tetris System to **minimise the cost of product development** and management.
- Conducted **Usability Testing** and **A/B Testing** to understand the user pain points and successfully **streamlined the average onboarding journey time** from 8 to 5 minutes while prioritising user accessibility.

DIGITAL DESIGNER · Freelance and Contract
Nov 2022 – Present

Clients: **Brunswick Design Services, Taquito Bar, GOTA** · Melbourne
- **Branding:** Established distinct **Visual Identities** with **Brand Style Guides** and templates for cross-platform *design campaigns*. Successfully delivered Brand-defining **Stickers**, **Menus**, **Posters** and **Digital Assets**.
- **Document Design:** Transformed complex data into engaging and **clear visual formats** using **FigJam** and **InDesign. Synthesised database into insightful reports** using **Notion** and Excel to *communicate key findings*.
- **Visual Design:** Implemented cohesive Design System in **Figma** for future product design. **Created Presentation and Document Templates** in **Canva** and **Adobe Illustrator** to *enhance corporate communication*.
- **UX Research:** Transform comprehensive research data into **compelling user friendly designs** presenting **User Personas**. Translated user insights into easy to understand process flows to *enhance user experience.*
- **Service Design:** **Identify improvement opportunities** and employ co-design techniques to conceptualise and test new ideas. *Delivered organised digital resources* using **Notion, Canva** and **Adobe Indesign.**

EDUCATION

RMIT University
Bachelor of Business Marketing ·
2012 – 2015

RMIT University
User Experience And User Interface
Design Courses ·
May 2022 – Sep 2022

DESIGN SKILLS

Wire-framing
Prototyping and **User Testing**
Project Delivery and Presentation
Design System Management
Branding
Usability Testing
Sketching and **Story Boarding**
Brand Logo Design
Responsive Designs

DIGITAL TOOLS

Figma
Adobe Creative Suite
Adobe XD
Canva
Miro
Sketch
Lucid Chart
Notion
Squarespace
Microsoft Office

KEY PROJECTS ⧉

UX AND UI DESIGN · JOB TETRIS ⧉
Designed for a new SaaS Web Platform · CX Loop

UI DESIGN · SONIC WAVE PLAYER ⧉
Designed for a Sound Design Music Player · Personal Project

VISUAL DESIGNS ⧉
Compilation of UI Design · Print Design · Visual Identity Projects · 2022 – 2023

PAST EXPERIENCES

UX/UI DESIGNER · Graduate
June 2022 - Sep 2022
RMIT University · Melbourne
- **Responsive Design:** Translated user research into refined responsive prototypes, focusing on user accessibility for both web and mobile interfaces.
- **Iterative Design Process:** Created wireframes, hi-fi prototypes, and conducted iterative design cycles to refine and enhance user accessibility and engagement.

CUSTOMER RESOLUTION CONSULTANT (B2B) · Permanent
Aug 2020 - Aug 2023
BEGA Cheese · Melbourne
- **Stakeholder Management:** Fostered stakeholder relations, designing solutions and resolving disputes for process improvement.
- **Problem-Solving:** Translated customer requirements into actionable solutions to enhance their experience across various platforms, using SAP tools, CRM Cloud and Microsoft Excel.

BAR SUPERVISOR · Permanent
Sep 2017 - March 2020
Rooftop Bar And Cinema · Melbourne
- **Customer Engagement:** Enhanced satisfaction through active engagement and customer feedback integration.
- **Creative Solutions:** Developed signature cocktails, reducing waste and optimising kitchen operations.

MARKETING AND SALES OFFICER · Permanent
Oct 2015 – Sep 2017
Smart Group · Melbourne
- **Strategic Marketing:** Administered strategies and objectives via CRM Cloud for effective customer journey communication.
- **Data-Driven Marketing:** Utilised analytics to refine marketing campaigns, targeting, and measurable outcomes.

DIGITAL MARKETING INTERN · Internship Contract
Feb 2015 – Sep 2015
Gordian Global Solutions · Melbourne
- **Social Media Initiatives:** Contributed to social media marketing for increased brand visibility and engagement.
- **Research & Presentation:** Effectively presented a final research project, showcasing strong communication skills.

Please kindly reach out if you require contact information of Professional References.