

Abdul Rehman

Product Design Manager | UI/UX Consultant | Google Certified

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Dubai, UAE.

Professional Summary

Innovative and results-driven Product Designer with over 8 years of experience in leading design teams and driving product development in customer-centric agile organizations. Proven track record in crafting user-centered digital experiences across web, mobile, and conversational platforms. Adept at translating strategic visions into top-notch digital products and managing end-to-end design processes, from conceptualization to execution, while ensuring a seamless user experience that resonate with users. Extensive expertise in design thinking, prototyping, and managing complex design projects from concept to delivery.

Skills

Strategic Product Vision Design Thinking & Innovation User-Centric Research and Design (UCRD)
Cross-functional Collaboration Stakeholder Management Team Leadership & Mentorship
UI/UX Design System Management Prototyping & Wireframing Product Roadmap Development
Rapid Prototyping Data-Driven Design Decisions Usability Testing & User Feedback User Flows
Market & Competitor Analysis Information Architecture Visual Design Interaction Design

Tools and Technologies

Adobe XD Figma Zeplin Adobe Photoshop Adobe Illustrator Adobe InDesign Adobe After Effects
Adobe Premier Pro HTML/CSS SCSS/LESS Javascript/Jquery Bootstrap Angular Material
Wordpress Php Tailwind MySQL Visual Studio Code Sublime

Professional Experience

Lead Product Designer | UI/UX Consultant

Orbis Holding Group | Jan 2024 - Present

Dubai, UAE

- Lead the design and development of user interfaces for web, mobile, and conversational applications, focusing on delivering seamless and user-friendly experiences.
- Manage cross-functional teams in an agile environment, ensuring that design initiatives align with overall product strategies and customer needs.
- Spearhead the creation of user personas, journey maps, and prototypes to guide design processes and improve product usability.
- Oversee the end-to-end design process, from concept through to implementation, ensuring that products meet both aesthetic and functional goals.
- Successfully delivered multiple high-impact projects that improved user satisfaction and contributed to business growth.
- Mentor junior designers, fostering a culture of innovation and continuous improvement.

Lead UI/UX & Product Designer

IDC Technologies | Jul 2022 - Jan 2024

Dubai, UAE

- Worked closely with cross-functional teams, including product managers, developers, and stakeholders to understand project requirements and translate them into effective design solutions.
- Worked in creating user flows, wireframes, and interactive prototypes for multiple products (web + mobile) including **Real Estate, Banking, Fintech, Software Services, Healthcare and Insurance, ERP System** and other government and semi government projects.
- Created a complete design solution for **Loan Origination System (LOS)** of a private bank based in india including web application, user and agent mobile apps, admin and super admin portals.
- Designed and automate **e-signature** module for **Albuhaira Insurance (ABNIC)** including the the approval and disapproval of e-claims.
- Redesigned/revamped a **Digital Trading** app in order to bring more clarity for the user to take positive action for investment.
- Proposed and designed an online **Uniform Ordering** application for **Dubai Police**.
- Designed a complete **e-Job Portal** for **Dubai Police**.
- Designed a complete solution to automate the **HR processes**.
- Contributed to the development and maintenance of design systems and guidelines. This involves creating design patterns, style guides, and component libraries to ensure consistency and efficiency in design workflows.
- Revamped all the corporate decks, design systems, social media and other marketing materials of the company.
- Worked on frontend programing (**Html, CSS, Bootstrap, Javascript, Jquery, Angular, Material, Wordpress**).

Senior UI/UX Designer & Developer

Winsoft Solutions | Jun 2019 - Jun 2022

Dubai, UAE

- Promoted to Team lead UI/UX Designer by focusing on user-centered design principles creating simple and intuitive user interfaces that contributed to profit growth of the company.
- Designed a complete **Digital Trading Solution** from user research till high fidelity prototypes (web application, mobile app, user and admin panels).
- Designed prototypes of different portals for **AXA insurance** including **Member Portal, Client Portal, Broker Portal** and **Quotation Portal**.
- Led **UI/UX Consultations** for all the company internal products.
- Created interactive designs for complex web and mobile applications by way of user flow diagrams, site maps, and interactive wireframes and prototypes.
- Implementation of ui design prototypes into frontend coding using **Html, CSS, bootstrap, Javascript, Jquery, Angular, Material**.
- Done the complete branding of our company in **Arab Health Exhibition 2022** (Booth design, brochures, rollover banners, gift coupens, business cards, video animation, company profile).

UI/UX Designer & Developer

Focus Academy | Apr 2017 – May 2019

Dubai, UAE

- Led **UI/UX Consultations** for all the company internal products.
- Created **Brand Guidelines**, website, mobile app and admin portals of newly launched company products.
- Converted the UI prototypes into web pages using frontend programming languages (**Html, CSS, bootstrap, Javascript, Jquery, Angular**).
- Worked on to revamp and improvise the current products of the company.
- Designed the **Social Media** and **Marketing Designs** for marketing team.

Web and Graphic Designer

Webs Care Inc | Jan 2014 – Mar 2017

Sargodha, Pakistan

- Responsible for **UI/UX design** and **Development** of all the internal and external company projects.
- Convert UI prototypes into web pages including **HTML, CSS, Javascript, Jquery**.
- Responsible for **Social Media Marketing** and **Paid Ads** designs.
- Designing **Marketing CRM (Emailers & Websites)**.
- **Usability Testing** of the websites and mobile apps in order to optimize them for user friendly interfaces.

Certifications



Visual Elements of User Interface Design

California Institute of the Arts



Foundations of User Experience (UX) Design

Google



UX Design Process: Empathize, Define, and Ideate

Google



Conduct UX Research and Test Early Concepts

Google



Build Wireframes and Low-Fidelity Prototypes

Google



High-Fidelity Designs and Prototypes

Google



Build Dynamic User Interfaces (UI)

Google

Education

Bachelor of Science in Information Technology (BSIT) University of Gujrat, Pakistan | 2009 – 2013

Faculty of Science in Computer Science Punjab College, Pakistan | 2007 – 2009