



Abdul Shameer

UI / UX - Digital Designer

Contact

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Portfolio: www.abdulshameer.com

Experience

Product Designer October 2023 - Till Date

Azadea Group Holding Internet City, Dubai, UAE.
www.azadea.com

Led end-to-end design projects for a premium fashion e-commerce platform, driving seamless stakeholder alignment and delivering intuitive, user-centric experiences. Spearheaded strategic design decisions that resulted in a significant increase in daily active users and enhanced overall usability. Managed and optimized asset uploads within the Salesforce framework, ensuring consistency and efficiency in the digital storefront for brands such as Adidas, Decathlon, and Kiko Milano. Additionally, initiated and implemented weekly design critiques, fostering a collaborative and feedback-driven culture within the design team. Took charge of designing social media campaigns for Adidas, Decathlon, Kiko Milano, and other related brands, strengthening their digital presence and engagement.

Senior UI Designer November 2021 - August 2023

HitPixel Technologies LLC Business Bay, Dubai, UAE.
www.hitpixel.com

Played a key role in the organization's success by leading the design of SaaS and e-commerce websites, with a strong focus on engaging landing pages. As a UI designer, contributed to design systems and crafted user-friendly interfaces for online products. Actively participated in production meetings, bringing innovative design ideas and collaborating in brainstorming sessions to enhance the user experience. Additionally, designed company collaterals, including social media posts, invoices, and presentations, ensuring brand consistency across all touchpoints.

UI/UX Designer October 2018 - October 2021

Boopin Interactive Jumeirah Lake Towers (JLT FZ), Dubai, UAE.
www.boopin.com

Designed with a user-first approach, balancing business goals and user insights to create seamless experiences. Developed user journeys, wireframes, prototypes, and visual designs, ensuring clarity and usability. Translated specifications into style guides, design systems, and reusable components for consistency. Additionally, designed company presentations for pitching to clients, as well as corporate collaterals, including business cards, invoices, company profiles, websites, social media promotions.

Experience

UI Designer April 2014 - July 2018

Mastermind Digital Agency Sky Business Centre , Dubai, UAE.
www.mastermindad.com

Collaborated closely with project managers and developers to create and implement design solutions aligned with the clients vision, aesthetics, and recommendations. Lead the visual design process from ideation to handoff, ensuring a smooth transition to development. Created wireframes, storyboards, user flows, and site maps to clearly communicate design concepts and interactions.

Education

Graduation

Bachelor Of Commerce

CMJ University
Shilong, Meghalaya, India.

Career Course

Multimedia Communication

IMA Multimedia
Kochi, Keala, India.

Skills

Professional

User Research
Product Design
User Experience Design
User Testing
Wireframe
Prototyping
Design Thinking
Adaptability
Team Leadership
Decision Making

Technical

Figma
Adobe XD
Sketch App
Photoshop
Illustrator
Sales Force
Jira Agile Board
After Effects (Learning)
Midjourney (Learning)

Language Proficiency

English

Fluent

Hindi

Basic Level

Malayalam

Native

Interests

Travelling | Photography | Tech Enthusiast | Music | Movies | Be Social

More Informations

Marital Status

Married

Place of Birth

Kerala

Visa Status

Employment Visa

Date of Birth

10th August 1982

Nationality

India