

# SALEH RIAZ.

## UI / UX / PRODUCT DESIGNER

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### EXPERIENCE

#### Lead UI/UX Designer / Evento Solutions NOV 2018 TO PRESENT

Leading the design team with projects based in United Arab Emirates. Working on Akshaak, marketplace product for homebased sellers employing design thinking. Conducting user researching, prototyping and testing solutions. Working intensively on digital solutions for the events industry. Conducting design critiques with the stakeholders. Motion designing has been a key part too User testing by engaging real users. A/B tests were common.

Improving the UX maturity of the firm and contracted companies by implementing the processes of interaction design. Onboarding stakeholders to follow the design processes from sprints to design thinking and everything in between.

#### Senior UI/UX Designer / IQVIS JULY 2017 TO OCT 2018

Worked as a senior UI/UX designer on a product called NVOLV. Managing sprints, working on wireframes for the conceptualization and defining the information architecture. Working on interactive prototypes and testing them remotely. Several other US based projects were designed spanning multiple domains such as IOT, healthcare, VR, events and statistical portals.

#### UI/UX Designer / Blend Media JUN 2016 TO JUN 2017

Worked on web designs of multiple projects and collaborated with developers to ensure a smooth handover. Responsible for designing animations as well.

#### Graphic / UI Designer / Bluecubes PVT Ltd JUN 2016 TO JUN 2017

Service design for multiple clients. Designing UI for web and mobile apps. Presentations and social media collaterals were designed too.

#### UI / Web Designer / Freelance JAN 2014 TO APR 2015

Worked on different side projects from clients based in US, UK and the UAE. Web and app design. Mockups, wireframes, prototypes were designed. Wordpress websites were designed and developed.

### EDUCATION

#### BS Computer Science / FAST-NUCES CLASS OF 2017 - CGPA 3.15 | LAHORE

Graduated with Human Computer Interaction (HCI), Software Engineering, Mass Communication, Artificial Intelligence, Web Programming, Sociology

#### Cambridge International A-Level CLASS OF 2013 | LAHORE

#### Cambridge International O-Level CLASS OF 2011 | LAHORE

### TOOLS & TECHNOLOGIES

|                      |                     |
|----------------------|---------------------|
| Sketch               | Miro                |
| Figma                | Plant / Git         |
| Adobe XD             | Jira                |
| Adobe Creative Suite | HTML / CSS          |
| Framer               | Javascript / JQuery |
| Flinto / Principle   | CSS Animations      |
| Zepplin / Invision   | JS Animations       |
| Balsamiq / Axure     | R Programming       |

### SKILLS

**Research, Ideation & Testing:** Desk research, user analysis, interviews, surveys, mindmapping, brainstorming, empathy maps, affinity diagrams, user personas, usability testing, A/B testing, R programming analysis

**Design:** User Flows, sketches, wireframes, mockups, grids and layouts, storyboarding, illustrations, presentations

**Prototyping:** Interactive prototypes, defining animations and transitions, inversion prototyping, remote prototype evaluation, feature exploration, iteratively improving user flows

### INTERESTS

Photography / UX Study / Traveling /  
Football / Startup Culture / Eating Pizza /  
Reading / Volunteering