FAHAD HUSSAIN

Graphic Designer / Product Designer

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SUMMARY

Experienced UI/UX designer with a robust background in graphic design, transitioning seamlessly into the realm of user-centric interfaces and experiences for many years. Proven success crafting intuitive, visually appealing designs across multiple industries. Proficient in employing user research, wireframing, prototyping, and collaboration to drive impactful design solutions. Demonstrated track record in enhancing user engagement and satisfaction through innovative and user-focused design strategies across diverse projects and companies.

SKILLS:

UX Research, Prototyping, Wireframing, User-Centric Design, User Interface Design, User Experience Design, Design Thinking, Information Architecture, Usability Testing, Interaction Design, Visual Design Principles, Responsive Design, A/B Testing, Persona Creation, Task Analysis, Storyboarding, Adaptability, Problem solving skills, time management, Team Collaboration, Scrum framework, Design principle, layout, typography, color theory, Design Thinking process.

TOOLS:

Adobe Creative Suite, Adobe Photoshop, Adobe Illustrator, Adobe Dreamweaver, HTML/CSS/JavaScript, Visual Studio Code, Microsoft Office Suite, Figma, Adobe XD, Lucid Chart

PLATFORMS:

WordPress, wooCommerce, Webflow, Shopify, Magento, Duda, SquareSpace, Wix, ClickFunnel, Kartra, Semrush, Yoast SEO, Jasper, Grammarly, Article Forge, Prezi, Canva.

WORK EXPERIENCE: (9 YEARS EXPERIENCE)

EdTech Growth | FL, USA (Remote)
Product Designer   **(May 2024- Present)**

INK Communications | Abu Dhabi, UAE (Hybrid)
Lead UI / UX Designer   **(September 2023 - April 2024)**

- Conducted in-depth user research to inform design decisions and create intuitive interfaces.
- Developed wireframes, prototypes, and user flows for seamless user experiences.
- Collaborate cross-functionally to align design objectives with project goals and stakeholders' needs.
- Iteratively refined designs based on user feedback and data insights for optimal usability.
- Advocated for user-centric design principles, ensuring consistent and innovative design solutions.

Novatech Solution | Canada (Remote)
Lead UI / UX Designer   **(August 2022 - August 2023)**

- Design Intuitive and engaging mobile user experiences by conducting user research, creating wireframes, and prototyping to ensure seamless navigation and user satisfaction.

- Design visually stunning and cohesive mobile interfaces that adhere to brand guidelines, using Figma to create pixel-perfect designs.
- Prioritize user-centered design principles, ensuring that mobile products meet user needs, solve problems, and deliver exceptional value through an empathetic understanding of user behaviors and preferences.
- Optimize mobile product designs for responsiveness and adaptability across various screen sizes and devices, providing a seamless user experience for both iOS and Android platforms.

Evolution Digital Marketing Agency | Rockford, IL, USA (Remote)
Manager UI / UX Design (Remote)   **(December 2018 - July 2022)**
- Led the ideation and execution of design solutions in collaboration with multidisciplinary teams.
- Created and maintained design systems, style guides, and UI kits for consistency across projects.
- Translated complex concepts into user-friendly wireframes, mockups, and prototypes.
- Implemented and iterated on design solutions based on user feedback and data analysis.
- Advocated for accessibility and inclusivity in design, ensuring compliance with WCAG standards.
- Collaborated closely with developers to ensure the feasibility and fidelity of design implementations.
- Contributed to product strategy by providing insights and recommendations based on user-centered design principles.
- Stayed updated on emerging design trends and technologies, integrating them into design processes for innovative solutions.

Assessment Systems Corporation · Minnesota, USA (Remote)
UI / UX Designer (Remote)   **(March 2015 - November 2018)**

Assessment Systems Corporation is a pioneer company in the IT industry, the company created first Computerized Testing Software since 1979 by Dr. Weiss and his team. It was a US Navy Project. I've revamp their complete branding to the next level, created so many Sales Presentation, Design UI / UX for 10+ products.

EDUCATION:

- Bachelor in Graphics Design from PAF KIET, Karachi (incomplete)
- Intermediate from Board of Intermediate Education; equivalent to **High School Diploma** (12 years education)
- Matriculation from Secondary School Certificate, Karachi

CERTIFICATION / LICENSES:

- 1 year Diploma in "**Graphics, Web & Video Post Production**" from PACC, Karachi
- 1 year Diploma in "**English Language**" from Pak American Institute, Karachi.
- Certified in "Design apps in Adobe XD" from Great Learning
- Certified in "Design Thinking" from Great Learning
- Certified in "Front-end Development - HTML" from Great Learning
- Certified in "UI / UX Design" from Great Learning
- Passed Photoshop Linkedin Assessment Test.
- Passed CSS 3 Linkedin Assessment Test.
- Passed HTML Linkedin Assessment Test.
- Passed Search Engine Optimization (SEO) Linkedin Assessment Test.

AWARDS & ACHIEVEMENTS:

- Transformed the brand, achieving a 4x sales increase in just three months (Assessment Systems Corporation)
- Recipient of the Employee of the Year Award for outstanding design contributions at Novatech Solution in 2023
- Got 4A's in my 3rd year in my Degree program
- Awarded 1st Prize in my Graphics Design Diploma securing 94%
- Enhanced client retention rates while at Evolution Digital Marketing Agency, fostering long-term partnerships