

# M.HADI BASHIR

Sr. UI/UX Designer

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## SUMMARY

**Innovative and creative Graphic/UI UX Designer** with over 3+ years of experience delivering visually compelling designs that meet client expectations and captivate audiences. Skilled in designing and developing intuitive user interfaces and experiences across web and mobile platforms. Adept at aligning design strategies with client goals, resulting in improved user engagement and satisfaction. Passionate about leveraging cutting-edge design tools to craft impactful products.

## EXPERIENCE

Senior UI / UX Designer

**Tinktanc**

📅 08/2022 - Present 📍 Location

- Led design efforts for mobile and web applications, improving user experience across multiple platforms, resulting in a **20% increase in user satisfaction scores**.
- Created and iterated on design systems for large-scale projects, cutting down development time by **15%** and ensuring consistent UI across different platforms.
- Worked closely with development teams to ensure the translation of UI/UX designs into functional code, reducing post-launch bug reports by **10%**.
- Conducted user research and usability testing to validate designs, resulting in measurable improvements to overall product functionality and user retention.
- Enhanced brand consistency, resulting in a 25% increase in customer satisfaction scores over 6 months.
- Led a rebranding initiative which improved market presence, boosting sales by \$50,000 in the first quarter.
- Managed design projects with budgets totaling \$500,000 over 12 months.
- Designed over 200 graphics for marketing campaigns in a single year.
- Boosted user engagement by 40% by creating compelling visual content for social media.
- Increased project delivery efficiency by 30% by implementing a new design workflow system.

Figma Designer

**Maxxed Technical Systems**

📅 Date period 📍 Location

- Improved project design deliverables by 30% ahead of schedule, enhancing team productivity.
- Delivered 25 high-impact design projects annually for Maxxed Technical Systems.
- Streamlined design processes, reducing project timelines by 15% and lowering costs by \$50,000 annually.
- Designed intuitive interfaces for 10+ enterprise-level applications using Figma.
- Boosted user engagement by 40% by introducing interactive elements into digital platforms.
- Achieved a 50% reduction in user journey complexity by optimizing UI components through user testing.

UI/UX Designer

**JOY TECHNOLOGY**

📅 Date period 📍 Location

- Created a new mobile onboarding flow, resulting in a 15% increase in user retention rate.
- Improved website accessibility, resulting in a 25% boost in user satisfaction scores.
- Collaborated on 50+ design projects within the last year, enhancing visual outcomes.
- Designed 100+ user interfaces, demonstrating comprehensive expertise in complex systems.
- Elevated product engagement by 20% by implementing user-centered design principles on all projects.
- Boosted cross-functional collaboration by 30% by optimizing design feedback processes among stakeholders.

## SKILLS

UI/UX Design Interaction Design

Prototyping User Experience Testing

User Stories High-Fidelity Design

Low-Fidelity Design UI Designs

User Interface Design Website & Mobile Design

Product Design

## TOOLS

Figma Adobe XD Adobe Illustrator

Adobe Photoshop After Effects Canva

## PROJECTS

Rydelinx

<https://www.rydelinx.com/>

- Designed the mobile and web app UI, resulting in a **25% increase in user engagement** and a smoother navigation experience.

Kinematica

<https://www.kinematica.ch/> <https://www.kinematica.ch/>

- Revamped the UI/UX for Kinematica's e-commerce platform, leading to a **15% boost in conversion rates** and a streamlined checkout process.
- Enhanced product listing design, contributing to a **10% increase in page views per session**.

Tussle Inc

<https://play.google.com/store/apps/details?id=com.tussle.mobileapp&hl=en&pli=1>

- Improved user onboarding and interface design, reducing drop-off rates by **20%** and increasing app retention by **12%**.

PINZON Health GmbH

<https://play.google.com/store/apps/details?id=com.pinzon.health&hl=en>

- Developed intuitive UI for the health app, resulting in a **30% increase in user interactions** and a **15% reduction in user complaints**.

Maxxed

<https://techmaxxed.com/>

- Led a UI redesign for the website, improving user experience and increasing the average session duration by **18%**.

Joytechnologies

<https://joytechnologies.com/>

- Delivered a modern, user-centric UI design, contributing to a **20% improvement in customer satisfaction** and a **10% growth in client acquisition**.

## EXPERIENCE

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Graphic Designer

### Al Akhzir Tech (Pvt) Ltd

📅 05/2022 - 08/2022 📍 Location

- Spearheaded the design of multiple high-visibility web and mobile applications, leading to a **15% increase in user engagement** across key client projects.
- Developed end-to-end UI/UX designs, including wireframes, prototypes, and high-fidelity mockups, significantly reducing project timelines by **20%**.
- Collaborated with cross-functional teams to align design outputs with client business objectives, boosting customer satisfaction rates by **30%**.
- Conducted thorough user testing, providing valuable insights to improve product usability, enhancing overall user experience by **18%**.

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Graphic Designer

### Fba's

📅 11/2021 - 04/2022 📍 Location

- Redesigned and optimized e-commerce website interfaces, resulting in a **12% increase in online sales** and a smoother user navigation flow.
- Delivered visually engaging high-fidelity and low-fidelity prototypes, improving client approval processes by **25%**.
- Led a successful UI design refresh for mobile applications, enhancing visual appeal and driving up user retention by **10%**.
- Conducted interaction design and prototyping for several B2B applications, driving a more intuitive user interface.

## EDUCATION

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Bachelor Degree in IT

### University Of Sargodha

📅 05/2022 📍 Lahore,PK

- Graphic Designer & UI UX Designer