# Muhammad Usman

Lead Product Designer

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I'm a self-taught digital product designer based in Dubai, having 7+ years of experience. Specialised in UX, UI, and visual design. Worked on multiple business domains across all digital platforms, goal-driven-design approach based on user data analysis with focusing on business needs, usability in mind, problem solving of complex scenarios through flow maps. Having ability to manage multiple projects and meet tight deadlines with strong analytical and trouble shooting skills, I simplify communication barriers, bridging the gap between product owners, engineering, business stakeholders and end-users.

## PRIMARY TOOLS

- SketchApp ★★★★☆
- Adobe XD ★★★☆☆
- Figma ★★★☆☆
- Whimsical ★★★★★
- Balsamiq ★★★★☆
- Zeplin ★★★★☆
- InVision ★★★★☆
- Adobe Photoshop ★★★★☆
- Adobe Illustrator ★★★☆☆
- Adobe Animate CC ★★★★☆
- HTML ★★★★☆
- CSS ★★★★☆

## CORE COMPETENCIES

- User Interface Designs
- User Experience
- Product Design Strategy
- Wire-framing
- Rapid Prototyping
- Flow Maps
- Usability Enhancement
- User journeys & Use Cases
- Interactive Prototyping
- Design System
- Infographics Design
- Photo Editing & Retouching

## TOP CLIENTS

- Emaar Properties PJSC
- Dubai Opera
- Reel Cinemas
- Address Hotels + Resorts
- Marinas in Dubai
- Play Golf in Dubai
- Etihad Airways
- Supreme Council for National Security (Govt. of Abu Dhabi)
- Service Group

## PROFESSIONAL EXPERIENCE

### Emaar / Product Designer

Mar 2018 - To Date, DUBAI, UAE

EMAAR

Creating product design strategy and facilitating business and customer needs, working in a cross functional team with product managers, business satakeholders, marketing and enginnering to constantly Iterating the digital products. Adding new features and rewamping user experience across Emaar digital products, includes hospitality, entertainment, properties & community management e-services.

### Infotouch FZ LLC / UX-UI Designer

Apr 2016 - Mar 2018, DUBAI, UAE

Infotouch

Worked closely with the Product team in an Agile workflow through every phase of the product development life cycle from idea/conception to release. Iterated visually-compelling and highly-usable web and mobile applications - mostly for UAE government clients to manage their data, streamline their workflows.

### 1bluemelon / Multimedia Designer

Jan 2011 - Mar 2013, Lahore, Pakistan

1bluemelon

Responsibile to worked on web user interface designs, colloborate with other designers on art work creation for projects, 2D animation, Image editing / Image adjustment, Photo Manipulation, Color Corrections, Front-end development and HTML5 CSS3

**Dribbble** ⊘ /usman_soofi
Community Portfolio

**Portfolio** ⩔ muhammadusman.com
Personal Portfolio

**Linkedin** in /usman_soofi
Professional Profile

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### Address Hotels + Resorts - *Website*
Premium luxury hotel and residences brand. I rewamped user experience and user interface, better booking weidget experience for rooms, dine and restaurants by reducing the number of steps.

Prototype Link  -  Case Study  -  Live

### Dubai Opera - *Website*
Rewamping the whole user experience and interface specially the booking widgets, collaborating with product managers, opera business team & analyzing the currnet data to increase the revenue.

Prototype Link

### Reel Cinemas - *Mobile App/Web*
Making iterations, enhancing based on data and metrics to reduce customers drop rate in booking journey. Worked on up sell food and beverages and drive-in features UX/UI to increase the revenue.

Prototype Link  -  Case Study  -  App Store

### Emaar One - Property Mgt *Mobile App*
Property management app for community customers, homeowners, investors and tenants. I contributed significantly on addition of new features like digital access card, buyer registration & home services.

Prototype Link  -  App Store

## OTHER PROJECTS

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**Etihad Airways**  (Analytics Data Dashboard)
Mobile App for Executives  Prototype Link

**Digital War Room**  (Analytics Data Dashboard)
Mobile App for Emaar's Chairman  Prototype Link

**Marinas in Dubai**
marinasindubai.com

**Emaar E-Services**
Web Application  Prototype Link

**Dubai Hills Golf Club**
dubaihillsgolfclub.com

**Arabian Ranches Golf Club**
arabianranchesgolfclub.com

## QUALIFICATIONS

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**Bachelor of Commerce**
UNIVERSITY OF KARACHI
B.com Degree

**User Interface Design Specialization**
UNIVERSITY OF MINNESOTA
Coursera Certification

**Responsive Web Design**
UNIVERSITY OF LONDON
Coursera Certification

## PERSONAL INFORMATION

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## REFERENCES

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