

# Muhammad Usman

Senior Product Designer | UX/UI

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I'm digital product designer based in Dubai, having 8+ years of relevant experience. Specialized in UX, UI, and visual design. Worked on multiple business domains across all digital platforms, goal-driven-design approach based on qualitative and quantitative user data analysis with focusing on business needs, usability in mind, problem solving of complex scenarios through flow maps and wire-framing. I am having experience to give insights to the stakeholders, overseeing and leading the design team. Having ability to manage multiple products 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 to boost the digital footprint and revenue.

## TOOL SET

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

## CORE COMPETENCIES

- User interface designs
- Personas & user stories
- Affinity mapping
- Flow maps
- Low fidelity wireframing
- Interactive prototyping
- High fidelity user journey prototypes
- Use cases & edge cases design
- Design system
- Visual & Infographics design
- Photo editing & retouching

## TOP CLIENTS

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

## PROFESSIONAL EXPERIENCE

### Lead Product Designer / Emaar (Dicetek L.L.C)

★ Awarded "Technology Star"

EMAAR

Mar 2018 - To Date, DUBAI, UAE

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

### UX-UI Designer / Infotouch FZ LLC



Apr 2016 - Mar 2018, DUBAI, UAE

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.

### Multimedia Designer / 1bluemelon



Jan 2011 - Mar 2013, Lahore, Pakistan

Responsibile to worked on web user interface designs, collaborate 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



### EMAAR ONE - Property Management App

I am defining and enhancing the UX/UI of the app, this app gives owners & tenants quick access to all their properties needs and allow them to manage with ease like, service request, digital handover process, online payments, construction updates, latest sales launches and home services booking.

[Prototype Link](#) [App Store](#)



### Address Hotels + Resorts - Website

Premium luxury hotel and residences brand. I revamped booking user experience and user interface, better booking widget experience for rooms, dine and restaurants by reducing the number of steps.

[Case Study](#) [Prototype Link](#)

EMAAR

### Chairman's Dashboard - Mobile App

This analytics dashboard is providing full insights of all business verticals stats to chairman's office like general statistics, customers engagements, demographics, analytics between multiple competitors with daily, weekly and monthly basis.

[Prototype Link](#)

EMAAR

### Salesforce Agents - Portal

Revamped the whole user experience and interface with dashboard having all the statistics and analytics, property listings & SR. Purpose of this portal to provide complete property related insights to agency which they intent to sale.

[Prototype Link](#)



### OMNI Central - Mobile App

In this app employees can manage approvals, HR requests, avail company benefits, tech request and many more things. I rewamped UI design with usability improvements.

[Prototype Link](#) [App Store](#)



### Reel Cinemas - Mobile App

Making iterations, enhancing experience based on customers feedback to reduce drop rate and increase the revenue in booking journey. Define UX/UI for food and beverages and modify booking experience.

[Case Study](#) [Prototype Link](#) [App Store](#)

### 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](#)

### The Dubai Mall - Mobile App

Proposed shop & drop UX

[Prototype Link](#)

## EDUCATIONS

### User Interface Design

University of Minnesota

[Coursera Certification](#)

### Responsive Web Design

University of London

[Coursera Certification](#)

### Graphics & Animation Program

Skill Development Council, Islamabad

### Bachelor of Commerce

University of Karachi

### Web Development & E-Commerce

Noor College of Professional Education