

# Md Tauseef Raza

UI/UX Designer

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## PROFESSIONAL SUMMARY

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Results-driven UI/UX Designer with 4+ years of experience creating intuitive user experiences and visually engaging interfaces for web and mobile applications. Proven expertise in user research, wireframing, prototyping, and usability testing. Strong collaborator with cross-functional teams, translating business goals into user-centric designs that drive engagement and conversions. Track record of achieving exceptional user growth and training 160+ team members with measurable performance improvements.

## PROFESSIONAL EXPERIENCE

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### Senior UI/UX Designer

*MarketWick Pvt. Ltd. | October 2024 - Present*

- Successfully delivered 4 complete UI/UX projects for mobile apps and SaaS products while actively managing 2 ongoing projects, ensuring on-time delivery and adherence to quality standards
- Lead design initiatives for cross-functional team of 8-10 members including developers, product managers, and stakeholders
- Conduct comprehensive user research, wire-framing, prototyping, and usability testing to create intuitive and visually appealing interfaces that meet business objectives
- Collaborate with development team to translate complex business requirements into user-centric designs, reducing development iterations and improving implementation accuracy
- Maintain design consistency and accessibility standards across all projects, optimising user engagement and satisfaction
- Develop and maintain design systems in Figma with reusable component libraries, reducing design time by ensuring scalable and efficient workflows
- Developed 2 project's using HTML, CSS and BS5

### Senior UI/UX Designer

*plutos ONE | March 2023 - October 2024*

- Designed comprehensive end-to-end website experience that increased daily active users from 200-300 to 2000+ at peak, representing growth in user engagement
- Optimised 10-12 critical user flows for transaction processes, significantly reducing friction points and improving conversion rates across the platform
- Designed and launched referral program that successfully acquired 20,000+ new users, demonstrating strong viral growth and user retention strategy
- Led BBPS (Bharat Bill Payment System) integration design enabling seamless bill payments across multiple banks and CSC centers, expanding service accessibility nationwide
- Created engaging social media content and managed marketing campaigns that drove brand awareness and contributed to substantial user acquisition growth
- Introduced interactive polling features to gather user feedback, directly influencing product roadmap and feature prioritisation based on data-driven insights
- Served on steering committee providing strategic design insights that shaped product development direction and business decisions
- Collaborated closely with engineering team ensuring 95%+ design implementation fidelity and maintaining consistent user experience across all touch points

### UI/UX Designer

*Arabhate | August 2021 - February 2023*

- Designed and delivered 6+ engaging websites and mobile applications for 4 diverse clients across various industries, consistently meeting project deadlines and exceeding client expectations
- Developed 2 custom WordPress solutions from ground up, customizing themes and plugins to meet specific client requirements and business objectives
- Created comprehensive marketing content and visual assets that effectively communicated brand messaging and drove measurable user engagement
- Managed Meta (Facebook/Instagram) advertising campaigns, optimizing creative assets and targeting strategies for improved performance
- Conducted client workshops and presentations to gather requirements, present design concepts, and ensure alignment with business goals
- Implemented responsive design principles ensuring seamless user experiences across desktop, tablet, and mobile devices

## Subject Matter Expert

Concentrix (Amazon India) | April 2019 - February 2021

- Led operations and training initiatives as Subject Matter Expert for 4 teams totalling 160-200+ associates, ensuring operational excellence and consistent performance standards
- Trained and mentored team members resulting in 20% reduction in error rates and 12% improvement in CSAT (Customer Satisfaction) scores across supported teams
- Provided expert guidance leveraging deep product knowledge to troubleshoot complex issues and drive operational efficiency improvements
- Acted as primary liaison between cross-functional teams facilitating seamless communication and collaboration across departments
- Developed training materials and standard operating procedures that improved onboarding efficiency and reduced ramp-up time for new team members
- Contributed to process optimisation initiatives that enhanced team productivity, reduced resolution times, and improved overall customer experience

## EDUCATION

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### UI/UX Design Certification

Dice Academy | 2021

### Senior Secondary Education

Gautam Buddha High School | 2015 - 2017

### Bachelor's Degree (Graduation)

Ranchi University | 2018 - 2021

### Matriculation

Jawahar Navodaya Vidyalaya | 2013 - 2015

## TECHNICAL SKILLS

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### Design Tools

Figma, Adobe Illustrator, Adobe Photoshop, Adobe XD

### Design Expertise

UI/UX Design, User Research, Wire-framing, Prototyping, Usability Testing, Information Architecture, Interaction Design, Responsive Design, Design Systems

### Development:

HTML5, CSS3, Bootstrap 5, WordPress Development

### Additional Skills

Project Management, Content Strategy, Marketing Strategy, Graphic Design, Social Media Design

## KEY COMPETENCIES

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- User-Centered Design • Design Thinking • Cross-Functional Collaboration • Accessibility Standards (WCAG)
- Agile Methodologies • Stakeholder Management • Visual Design • Brand Identity Design