Sheikh Muhammad Aazam

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WORK EXPERIENCE

PeepulTreeWorld
Bangalore, Karnataka

Product Designer | Experience Strategist
Dec 2023 - Present

- Spearheaded a user interface redesign that enhanced user experience, leading to a 40% increase in website retention and a 20% reduction in bounce rate.
- Conducted an in-depth UX audit to identify and address critical user pain points, significantly improving overall user satisfaction.
- Overhauled the e-commerce checkout flow, reducing average transaction time by 150% and boosting conversion rates by 6.5 times (from 0.38% to 2.48%).
- Partnered with cross-functional teams to identify and prioritize website pain points, resulting in a marked decrease in customer complaints related to the payment process.
- Revamped the entire website to optimize user experience and navigation, redesigning key pages such as the homepage, product page, cart page, collection page, sub-collection page, and profile page.

OffRoadMedia-101reporters.com
Bangalore, Karnataka

Lead Product Designer
Jun 2022 - Dec 2023

- Lead a team of 5 designers in executing a complete brand overhaul, including logo redesign, color palette revamp & website redesign which resulted in a 30% increase in brand recognition & a 25% boost in conversion rates.
- Spearheaded the design of 14+ websites, implementing data-driven strategies and UX best practices resulting in a 60% increase in conversion rates.
- Designed intuitive web applications and dashboards that will help company to maintain workflow and design a website in a short time.

Aarrrmor Digital Studio
Bangalore, Karnataka

UIUX Designer | Visual Designer
Mar 2021 - Jun 2022

- Developed and executed design solutions for 7+ projects, leveraging user-centered design principles to optimize user experience, resulting in a 20% increase in user retention.
- Created user flows, sitemaps, and task flows to increase user engagement by 15%.
- Improved the design of the company website which resulted in a 10% decrease in bounce rate.

PROJECT EXPERIENCE

SummerowlStudio
Remote

Creative Designer | Website Designer | Freelancer
Jan 2021 - May 2024

- Designed 8+ E-commerce websites for great brands and high-converting websites.
- Created 3+ portfolio websites to showcase clients' work and generate leads for the business.
- 10 lakh+ Active users using the products designed.

SKILLS

Principle Interaction Design, Design Systems, User Research, Wireframing, Empathy Mapping, Prototyping, User Interface Design (UI), Human Interface (HCI), Visual Design, Product Thinking