

Sheikh Muhammad Aazam

LEAD PRODUCT DESIGNER

8186027476 | Designwithaazam.com | [LinkedIn](#) | contact@designwithaazam.com

WORK EXPERIENCE

[Off Road Media - 101reporters.com](https://101reporters.com)

Bangalore, Karnataka

Lead Product Designer

Jun 2022 - Present

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

Product Designer

Jun 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.

[Aarrmor Digital Agency](#)

Bangalore, Karnataka

Digital Marketing Intern | Graphic Designer Intern

Mar 2021 - Jun 2021

- Maintained 5+ social media platforms for a small business with a following of over 2,000 people.
- Designed creatives for Social media and Ads which generated about 500+ leads.

PROJECT EXPERIENCE

Summerowl Studio

Remote

Creative Designer | Website Designer | Freelancer

Jan 2021 - Present

- Designed 6+ E-commerce websites for great brands and high-converting websites.
- Created 2+ portfolio websites to showcase clients' work and generate leads for the business.
- 2 lakh + Active users using the products designed.

AWARDS

12th Laadli Media & Advertising Awards

Nov 2022 - Present

- Designed a website for Inclusive storytelling about accomplished Indian women in STEM, written by women journalists from India.

EDUCATION

Jawaharlal Nehru Technological University

Vizianagaram, Andhra Pradesh

Bachelors in Electrical and Electronics Engineering

Sep 2020

PRINCIPLE SKILLS AND TOOL BOX

Principle

Interaction Design, Design Systems, User Research, Wireframing, Empathy Mapping, Prototyping, User Interface Design, Human Interface, Visual Design, Product Thinking.

Tools Box

Figma, Adobe Illustrator, Miro, Adobe After Effects, Notion, HTML/CSS, | Webflow