

Sheikh Muhammad Aazam

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WORK EXPERIENCE

PeepulTreeWorld

Bangalore, Karnataka

Product Designer | Experience Strategist

Dec 2023 - Present

- Redesigned user interface to improve user experience, resulting in a 40% increase in website traffic and a 20% decrease in bounce rate.
- Conducted a comprehensive UX audit to identify and address user pain points, resulting in a 4x increase in conversion rates.
- Revamped checkout process flow, reducing average transaction time by 150% and increasing conversion rates by 4x times.
- Collaborated with cross-functional teams to identify pain points in the checkout process and prioritize solutions, resulting in a 70% decrease in customer complaints related to the payment stage.

OffRoadMedia-101reporters.com

Bangalore, Karnataka

Lead Product Designer

Jun 2022 - Dec 2023

- Directed 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 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.

Aarrmor Digital Studio

Bangalore, Karnataka

UI/UX 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.

EDUCATION

Jawaharlal Nehru Technological University

Vizianagaram, Andhra Pradesh

Bachelors in Electrical and Electronics Engineering

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