

# Sheikh M Aazam

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## PROFESSIONAL SUMMARY

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Experienced Product Designer with over 4 years in crafting user-centric designs and enhancing user experiences. Proven track record of leading design projects, improving user retention, and boosting conversion rates. Proficient in tools like Figma, Sketch, and Adobe XD. Strong skills in UX research, wireframing, and prototyping.

## WORK EXPERIENCE

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### [PeepulTreeWorld](#)

**Bangalore, Karnataka**

#### Product Designer | Experience Strategist

*Dec 2023 - Present*

- Led a user interface redesign, enhancing user experience and increasing website retention by 40%.
- Conducted UX audits to identify and address user pain points, improving user satisfaction.
- Overhauled e-commerce checkout flow, reducing transaction time by 150% and boosting conversion rates by 6.5 times (from 0.38% to 2.48%).
- Collaborated with cross-functional teams to prioritize website pain points, decreasing customer complaints related to payments.

### [OffRoadMedia](#)

**Bangalore, Karnataka**

#### Product Designer

*Oct 2022 - Dec 2023*

- Led 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.

### [SummerowlStudio](#)

**Bangalore, Karnataka**

#### UIUX Designer | No-Code Website Developer

*Nov 2021 - Oct 2022*

- Designed 8+ eCommerce websites and high-converting websites.
- Created 3+ portfolio websites to showcase clients' work and generate leads.
- 10 lakh active users using the products designed.

### [Aarrmor Digital Studio](#)

**Bangalore, Karnataka**

#### UIUX Designer | Visual Designer

*July 2020 - Nov 2021*

- Created design solutions for 7+ projects, optimizing user experience and increasing user retention by 20%.
- Developed user flows, sitemaps, and task flows, enhancing user engagement by 15%.
- Improved company website design, reducing bounce rate by 10%.

## CERTIFICATIONS

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- Certified UX Designer (NN/g)
- Advanced User Research Certification (Coursera)

## SKILLS

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**Design Tools:** Figma, Sketch, Adobe XD, Adobe Creative Suite, Framer

**UX Design:** Wireframing, Prototyping, User Research, Empathy Mapping

**Development:** HTML, CSS, WordPress, Webflow, Shopify

**Project Management:** Stakeholder Management, Critical Thinking, Problem Solving

## INTERESTS

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AR/VR Design, Mentoring, Long Drives, Dancing, Singing, Playing Football

## EDUCATION

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**Jawaharlal Nehru Technological University**

B.Tech. in Electrical and Electronics Engineering

**Vizianagaram, Andhra Pradesh**

*Graduated Sept 2020*