

Sheikh Muhammad Aazam | UIUX DESIGNER

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WORK EXPERIENCE

[PeepulTree World](#)

Bangalore, Karnataka

UIUX Designer

Dec 2023 - Present

- Overhauled e-commerce checkout flow, reducing transaction time by 150% and boosting conversion rates by 6.5 times (from 0.38% to 2.48%).
- Led a complete website revamp, redesigning the user interface and enhancing user experience, resulting in a 40% increase in website retention and a significant boost in overall user satisfaction.
- xDesigned and implemented an OPS dashboard for internal use, enabling the team to place purchase orders directly with artisans. Developed a corresponding app for artisans to track orders and payments, streamlining the communication process.

[Off Road Media - 101reporters.com](#)

Bangalore, Karnataka

Lead UIUX Designer

June 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.

UIUX Designer

June 2021 - June 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 - June 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.

AWARDS

12th Laadli Media & Advertising Awards for rukhmabai.com

Nov 2022

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 (UI), Human Interface (HCI), Visual Design, Product Thinking

Tools Box Figma, Adobe Illustrator, Miro, Adobe After Effects, Notion, HTML/CSS, Webflow, Wordpress

CERTIFICATIONS

UX research and strategy

<https://intoux.design/>

Valid From Oct 2023

Certificate ID:3zw67fadh9

UX concepts validation

<https://intoux.design/>

Valid From Oct 2023

Certificate ID:qwcsjnaife