

# Sheikh Muhammad Aazam

PRODUCT DESIGNER

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## WORK EXPERIENCE

### [PeepulTree World](#)

Bangalore, Karnataka

#### Product 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.
- Designed 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 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.

#### 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 for [rukhmabai.com](https://rukhmabai.com)

Nov 2022

## EDUCATION

## **PRINCIPLE SKILLS AND TOOL BOX**

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**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**

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**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