Shoaib Khalid

Senior UX/UI Designer

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SUMMARY

- Senior UX/UI Designer with 10+ years of experience designing user-friendly interfaces for B2B SaaS companies to achieve up to 50% boost in conversion rates.
- Led a team of a 3 designers in achieving 90% usability through collaborative design, effective communication, UI research, and user-focused efforts in redesigning the Fresh20 e-commerce site.
- Achieved a 15% conversion rate increase and 20% higher user engagement for a healthcare mobile app, leveraging design principles, color theory, A/B testing, and cross-team collaboration.

EXPERIENCE

Senior UX/UI Designer

Celestia Software 📅 Sep 2019 - Present 📍 Islamabad

Celestia Software specializes in providing innovative IT solutions, encompassing product design, development, and IT infrastructure establishment.

- Worked with a team of 24, reaching a top-tier healthcare system and achieving a 95% customer satisfaction
- Improved healthcare system for 75% higher retention in 3 months, driven by user feedback
- I designed the UI, UX, and design system for 2 mobile apps and 3 SaaS products

Senior UX/UI Designer

Savii Care 📅 Aug 2017 - Aug 2022 📍 Remote, USA

Savii delivers private duty home care solutions, optimizing care quality, profitability, efficiency, and staff retention. My role revolves around adding new features to homecare software and mobile app

- Conducted user research to inform design decisions, resulting in a 95% increase in user satisfaction
- Successfully implemented UI design into the MVC project, reducing development time by 20%
- Resolved UI bugs, leading to a 30% drop in reported issues, and improving user experience (UX)

Web & UI Designer

Intelligentsia Software 📅 Jul 2012 - Aug 2019 📍 Islamabad

It is a fast growing company offering strategic solutions, IT innovation, and collaboration, my role is to design intuitive interface of new product and to solve complex UI issues in production

- Boosted engagement by 20% through designing website mock-ups using Adobe Photoshop and converting PSDs to HTML
- Facilitated efficient team communication and management by applying design thinking principles, and optimizing prototype efficiency by 15%
- Utilized Figma for B2B software wireframing, mockups, fostering collaboration, and enhancing mobile web design

Web Designer / Front End Developer

Connectivise . Part Time 📅 Dec 2014 - Mar 2016 📍 Remote, Australia

Connectivise specializes in transforming customer engagement, leveraging Card Linked Automatic Rewards for commercial success, especially in e-commerce, my role includes:

- Developed CMS websites, specializing in wireframes and mock-ups, optimizing engagement and user experience
- Converted designs to responsive HTML, achieving a 80% improvement in cross-device user satisfaction
- Produced versatile graphic assets, including logos and brochures, showcasing a diverse design skill set

EDUCATION

Bachelor's Degree

Allama Iqbal Open University

📅 2012 - 2016

CERTIFICATION

Google UX Design Specialization

Coursera

Show Credentials

Responsive Web Design

FreeCodeCamp

Show Credentials

SKILLS

User Interface User Experience Design

Product Design Communication

User Research Visual Design

Design System Usability Study

Usability Testing Adobe Illustrator

Adobe Photoshop Figma Prototyping

HTML/CSS/JS

STRENGTHS

⭐ **Empathetic Design**

Through Google certification, I realized the power of empathetic design—putting ourselves in users' shoes to truly feel and understand their experience

⭐ **Problem-Solving**

Solving design problem is the part of my daily routine through visual design. I've gotten good at it, using creativity and efficiency

⭐ **Detail-Oriented**

Detail-oriented to ensure precision throughout the intuitive design process while sticking to design principles for consistency and precise outcomes