

Mohammed Mustafa Malik

UI/UX Designer

Strategic, innovative, and results-oriented designer with 1-2 years of demonstrated experience, with a Master's in User Experience Design (MSc). My focus and competencies includes solving complex business and user problems through creating high industry-leading, innovative desktop and mobile applications. Experienced with Lean startups and Agile processes. Specialist with a demonstrated history of designing for various audiences including FinTech, Automotive and Fashion industries.

EXPERIENCE

Diaspora Holding, London

UI/UX Designer (June 2021 – Present)

A London-based fin-tech innovator with worldwide reach.

- Working in an agile environment creating wireframes / interaction designs for mobile and desktop applications.
- Providing an active role to ensure team completion of sprint goals.
- Collaborating with product owners, content designers, and the development team to solve complex user and business goals.
- Empowering excellent, high-quality visual designs, concept models, heuristic reviews, sitemaps, process flows, sketches and wireframes
- Analyse, implemented and revise designs based on research findings. Manifest the user interaction into the best wireframe.

Freelance Designer, London

UI/UX Designer (Jan 2020 – May 2021)

- Analysing user interface problems and create design solutions that meet measurable clients goals and requirements.
- Facilitating a variety of clients product vision by brainstorming, researching, sketching, prototyping and finally testing the digital products on clients target audience.
- Conducted evaluative testing for clients target audience using Figma and UserTesting.com; synthesized and designed against findings.
- Revamped website flows and navigation menus, reducing the frequency of misdirected customer service queries by 30% and increasing traffic to previously neglected pages.
- Redesigned Jaan London's e-commerce store and reduced bounce rates by 40% and increased leads by 25%

EDUCATION

MSc User Experience Design

Kingston University London

January 2018 – March 2020

BSc Business Management with Marketing

Brunel University London

September 2014 – June 2017

PERSONAL DETAILS

London, United Kingdom

07747096767

Portfolio: www.bymustafa.co.uk

Email: mustafa.malik@hotmail.co.uk

www.linkedin.com/in/bymustafa/

TOOLS

Figma

Sketch

Adobe XD

Invision

Marvel app

Axure

JIRA

UX SKILLS

Design thinking

User Flow

Wireframes

Interaction design

Data analysis

Task analysis

Usability testing

Persona

User journey

Competitor analysis

Prototyping

Mapping

