MUHAMMAD RAFEEQUE K

UXUI Designer | Bangalore, India | +91 8606345958 | rafeequewyd07@gmail.com | [linkedin](#) | [Portfolio](#)

PROFESSIONAL SUMMARY

UX/UI Designer with 3+ years of experience transforming complex problems into elegant, user-friendly solutions. User research, wireframing, prototyping, and cross-functional collaboration skills are required. I'm looking forward to contributing my creativity and skills to improve user satisfaction and drive business success.

AREAS OF EXPERTISE

- **User Experience (UX) Design:**
  User Research,User Flows, Persona Development

- **User Interface (UI) Design:**
  Visual Design,Interaction Design, Design Systems, Responsive Design

- **Prototyping and Wireframing:**
  Low-Fidelity and High-Fidelity Wireframes
  (Tools: Figma, Balsamiq)

Rapid Prototyping (Tools: Figma, Proto.io)

- **Product Design:**
  Product Ideation and Conceptualization, Design Thinking,Iterative Design

- **Usability and Accessibility Testing:**
  Usability Heuristics, Accessibility Compliance

- **Web Design**
  HTML/CSS & JavaScript

WORK EXPERIENCE

UX Designer   Mar 2024 - Present

Virgio(*On-site*)

Virgio is an innovative fashion-tech startup that leverages technology to deliver real-time, trend-responsive clothing. By embracing sustainable practices and a circular economy model, Virgio offers Gen Z consumers fashion that is both eco-conscious and accessible.

- Conducted research and development to ideate and refine features that enhance the user experience and align with brand goals.
- Worked closely with the CTO, product manager, design lead, marketing manager, visual merchandiser, and the design team to align on project goals, brand vision, and timelines.
- Developed and maintained a fresh, engaging design for Virgio's app and website, enhancing the visual appeal and usability to attract Gen Z and millennial users.
- Designed creatives for social media that resonate with the brand's audience, supporting marketing initiatives and driving brand engagement.
- Played a key role in updating the Virgio app and website to provide a modern, clean, and cohesive look and feel, contributing to an elevated brand experience.
- Implemented a user-centered design approach, conducting usability testing and gathering feedback to continuously improve the design and functionality of Virgio's digital platforms.

UIUX Designer   Sep 2022 - Nov 2023

Ginger Technologies(*Remote)*

- Drove user experience improvements by applying user-centered design principles, resulting in a 25% increase in overall user satisfaction.
- Executed user-friendly and accessible UI designs, enhancing user interactions and navigation throughout digital products, resulting in notable improvements in user engagement metrics.
- Worked harmoniously with teams of diverse expertise, including developers and product managers, to embed design solutions into the product development process.
- Established and maintained a robust design system to enhance consistency across digital products, elevating brand identity and reducing design-to-development timelines.
- Leveraged component-based prototyping, utilizing design systems and variants to create modular and scalable prototypes.

- Designed and implemented responsive and visually compelling web interfaces, ensuring a consistent and user-friendly experience across various devices and screen sizes.
- Collaborated closely with marketing teams to design and implement promotional landing pages, aligning web design with overall brand strategies.

Frontend Developer   Jan 2022 - Aug 2022

Mentegoz Technologies LLP*(On-site)*

- Proficiently used design tools, including Figma, to create detailed designs, and collaborated closely with developers to ensure the accurate and pixel-perfect implementation of web designs on various digital platforms.
- Established direct collaboration channels with external agencies and brands, interpreting and implementing their design requirements seamlessly into the company's UI design standards.
- Actively collaborated with the marketing team, participating in cross-functional meetings to align UI design strategies with marketing objectives and brand guidelines, ensuring a cohesive visual identity.

Web Developer   Jul 2021 - Dec 2021

Wolkfine Technologies(*On-site*)

- Spearheaded the design and development of visually striking and highly functional websites using HTML, CSS, JavaScript, and Bootstrap, consistently exceeding client and user expectations.
- Implemented a user-centered design approach, conducting usability assessments and integrating user feedback to ensure websites were not only aesthetically pleasing but also intuitive and user-friendly.
- Demonstrated expertise in responsive web design, guaranteeing a seamless and consistent user experience across various devices and platforms, resulting in increased user satisfaction.
- Collaborated closely with clients and internal teams, effectively translating business requirements into compelling website designs. Maintained clear communication channels to ensure alignment with project goals and deadlines.

LICENSES & CERTIFICATIONS

Product Designer, Uxcel   Feb 2024

Introduction to Psychology, Coursera   Jun 2020

Introduction to HTML5, Coursera   May 2020

Successful Negotiation: Essential Strategies and Skills, Coursera   Jun 2020

EDUCATION

MCA(Master of Computer Application),   Aug 2019 - Jul 2021

Amrita School of Arts and Sciences

Mysore, Karnataka

BCA(Bachelor of Computer Application),   Jul 2016 - Aug 2019

Amrita School of Arts and Sciences

Mysore, Karnataka