QUBA ABDUS

UI/UX DESIGNER | PRODUCT DESIGNER

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Linkedin
Portfolio: quba-abdus.com

PROFILE

- **UX/Product Designer** dedicated to building **accessible** and **high-performance** experiences in **AI and SaaS**

- I have a **vast experience** working on complex management **dashboards** to simple **websites or landing pages.**

- With my **background** in **frontend development**, I focus on supporting designs with **research, user testing, & design systems.**

SKILLS

Design / Research

- **Wireframing** & **prototyping** for responsive UI/UX Design in both **Mobile** & **Web applications.**

- User **research** & **Testing**, User **Interviews** & **Guides**

Tools

- **Figma** & **FigJam**, **Sketch** & **Invision** and **AdobeXD**.

- **Adobe Illustrator & Photoshop**

Development Skills

My development skills aid in understanding technical implication of design.

- **HTML, CSS3, SASS, Javascript & Typescript.**

- **Angular, React, NextJS, Tailwind & Bootstrap**

Behance | Dribble

WORK EXPERIENCE

Data Society ~ UI/UX Designer
JUNE 2024 - PRESENT

- Conducted **user discovery** sessions and **interviews** to gather **client requirements** and create detailed **user stories**, ensuring successful implementation that **drove consumer expansion.**

- Designed **accessible** and inclusive experiences by following to **WCAG guidelines,** implementing **responsive typography**, and creating **colorblind-friendly palettes.**

- Collaborated with **data scientists** on **AI** and **data science** projects within an **agile environment**, delivering comprehensive documentation to ensure smooth **client handovers**.

- Led a **website revamp** by mapping the existing structure, creating a new **IA**, developing **mood boards**, **analyzing competitors**, & delivering **low-fi wires** that contributed to the **final designs.**

Media.Net ~ UI/UX Designer
APRIL 2022 - MARCH 2024

- **Redesigned** the **lead generation form flow** through research and design, conducting **A/B testing** to refine the process, resulting in a **5% increase in submission rates within just a month.**

- Crafted a structured approach for **building design system libraries**, dynamic to mature **ad-tech white-label product**s, successfully implementing it across **three different products.**

- Designed **ad banners** for brands like Volvo and Volkswagen, alongside search engine results pages (SERPs), contributing to an approximately **30% increase in click-through rates (CTR).**

Accion Technologies Pvt. Ltd. ~ Product Designer / SE
OCT 2019 - APRIL 2022

- Successfully **bridged the gap between development** and **design**, playing a key role in **UI/UX design** and **writing scalable, optimized, responsive,** and **reusable code** for the implementation of **Accionlabs' global website.**

- **Recognized** as the **sole designer** behind the layout and visual guide of a significant **National Instrument client project**, earning me the **prestigious award.**

Received the Appreciation Accion Ace award in August 2020

Received the Team Marvel award in September 2020

Freelance Experience. ~ Product/UX Designer
OCT 2019 - JUNE 2024

- **Collaborated** with the **product manager and development team** to design a form flow implementation, resulting in a **33% increase in form submission rates.**

- Designed an engaging and visually appealing **website** that supports startups in achieving sustainability, **resulting in over 100 registrations in the first release.**

EDUCATION

BE In Information Technology ~ Mumbai University
2015 - 2019

Awarded Certificate of Excellence for securing Highest marks in the subject 'Wireless Technology' of semester 7 in December 2018.

Certified for online course Web Developer Bootcamp on www.udemy.com.

HSC, Science ~ Ramnivas Ruia College
2013 - 2015