# QUBA ABDUS

UI/UX DESIGNER | PRODUCT DESIGNER

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Linkedin
Portfolio: quba-abdus.com

## SUMMARY

- UX/Product Designer specializing in **accessible, high-performance** experiences for AI and SaaS products, from complex **analytics dashboards** to focused **websites and landing pages.**
- Informed by frontend development expertise, I conduct **user research,** and create **scalable design systems** that improve **user satisfaction and deliver business results.**

## SKILLS

**UI/UX Design:**
- Wireframing, prototyping, responsive design (mobile & web)

**Research & Testing**
- User interviews, usability testing, user research, user guides

**Components and Design System:**
- MUI-compatible components with design tokens
- Building and maintaining scalable design systems
- IA and User flows

## TOOLS

- Figma, FigJam, Sketch & AdobeXD.
- Adobe Illustrator & Photoshop
- FIgma Make and Miro
- **Development:** My development skills aid in understanding the technical implication of design.
  - HTML, CSS3, & Javascript
  - Angular, React, NextJSTailwind & Bootstrap

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WORK EXPERIENCE - 6 YEARS

### UI/UX DESIGNER                                    JUNE 2024 - DEC 2025

**Data Society Group** ~ *US-based Data & AI firm delivering custom data solutions.*

- Designed a set of modern, **accessible** complex **components compatible with MUI,** following WCAG guidelines to accelerate the development process and increase profit margins.
- Developed **tablet-friendly innovation design** concepts that helped the sales team expand the customer base across the **Aviation, AI, and Data Science domains.**
- Conducted **user discovery sessions and interviews** with cross-functional stakeholders to gather requirements and translate them into detailed user stories for **AI- and NLP-powered** internal tools, enabling successful **demos to leadership.**

### PRODUCT DESIGNER - UI/UX                          APRIL 2022 - FEB 2024

**Media.net** ~ Al leading global AdTech company delivering innovative solutions.

- **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 products,** 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).**

### UI/UX DESIGNER - SE                               OCT 2019 - APRIL 2022

**Accion Labs** ~ Global tech firm offering engineering, cloud, and DevOps services.

- 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 Accion Ace award.**

### FREELANCE DESIGN

- **Collaborated** with the **product manager** and development team to design a f**orm 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.**

### BACHELOR OF ENGINEERING IN IT (CS) - Mumbai University          2019

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