

Samir

User Experience Designer, New Delhi

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Greetings! I'm a designer known for my data-driven design approach, blending analytical insights with creative problem-solving to develop practical products and user experiences. With a core focus on Human-Centric Design, I prioritize understanding the needs of both businesses and stakeholders to create impactful solutions. Passionate about crafting designs that resonate with users, I thrive on challenges and am dedicated to delivering innovative solutions that drive results.

WORK EXPERIENCE

● Dash Dot Elisa | Sr. UX UI Designer

Sept 2023 - Presently, London

- Led design efforts for a comprehensive food delivery application serving restaurants, customers, and delivery riders in Lebanon.
- Collaborated closely with a diverse team, including a junior UX designer, front-end and back-end developers, and a project manager.
- Conducted extensive requirement gathering sessions with the Lebanese client and performed competitor analysis to identify market gaps.
- Facilitated ideation workshops to develop detailed information architecture and user flow diagrams, ensuring seamless navigation and user experience.
- Validated proposed information architecture with the client before transitioning into the paper design phase.
- Crafted intuitive and visually appealing interfaces for restaurant and delivery rider applications.
- Currently conducting market testing to gather feedback and iterate on designs for optimal user engagement and satisfaction.

● Smart Pension UK | UX Designer

Apr 2022 - Aug 2023, London

- Implemented innovative concepts and drove the design roadmap to enhance the future release of the SR product.
- Implemented the vision for Retirement options.
- Advocated for the team members and led team projects.
- Collaborated with Content to maintain user experience integrity amidst regulatory requirements.
- Assisted the Research team in conducting usability tests to assess product effectiveness and user-friendliness.
- Collaborated with the UI team to ensure design adherence to the Design System standards efficiently.
- Engaged with designers across domains, and actively participated in Design Critiques to gather feedback and incorporate suggestions.

● Decathlon UK | UX Designer + Research

October 2021 - Mar 2022, London

- Focused on enhancing the user experience of the delivery step page within the checkout funnel to mitigate abandonment rates. This effort led to a decrease in the desktop drop-off rate from 26.3% to 18.7% and a reduction from 11.8% to 9.6% on mobile.
- Provided insights about users, products, and competitors to assist the User Experience Team in developing its experimentation roadmap and designing a seamless experience.
- Utilized analytical tools and performed journey analysis, zoning analysis, compared page performance, and watched session replays to transform user behaviors into meaningful insights.
- Proposed new concepts or interfaces through user interviews or surveys and tested them through user testing, focus groups, or online feedback surveys.
- Communicated recommendations using Mid-fi wireframes.
- Supported the UI designer in bringing the mid-fi wireframes to life through hi-fi mockups and prototypes.

● Wurkr.io | UX UI Designer

July 2020 - October 2021, London

- Performed user research and surveys to understand the target audience, the problem and the design challenges to build user personas.
- Conducted Heuristic Evaluation, Re-designed Wurkr's website using user centric honeycomb approach, Created Website's User Journey Map and Performed Usability Test research decreasing bounce-off rate by 50% and increasing time on website by 60% .

- Designed user onboarding journeys for enterprise level solutions: sign in/sign up journeys, guest and new team member onboarding & pricing journey.
- Designed user journeys, user flows and UI/UX for multiple in-platform features increasing the conversion rate by 20%.
- Redesigned the platform with multiple iterations.

● Think.Design | Design Research Intern

May 2020 - July 2020, New Delhi

- Engaged in a 4-week theoretical study focusing on Design Research Methods commonly employed in the Design Industry.
- Undertook a 4-week practical application phase, conducting a Design Research Project exploring the Impact of Lockdown on International Students, under the guidance of Mr. Sachin Pisharody.

● Karma Circles | UX UI Designer

Mar 2018 - Sept 2018, New Delhi

- **Prasadkaipa.com**
 - Collected and documented design needs, liaising with stakeholders through interviews.
 - Enhanced the website to enhance User Experience and Interface.
- **Productstudio.us**
 - Solely managed the design process, developing the product from inception and delivering it for development.
 - Conducted User and Competitive Research, along with Stakeholder Interviews, to compile initial requirements.
 - Provided High-fidelity screens and prototypes, also curating graphic design components.

EDUCATION

Kingston University London | MSc. UX Design

Sept 2019 - Sept 2021, London

IIIT Delhi | B. Tech. CSE

2013 - 2017, New Delhi

CERTIFICATION COURSES

Contentsquare Digital Fundamentals

Contentsquare (Issued Nov 2021)

Advanced Diploma in UX Design

TGC Animation & Multimedia, New Delhi (Dec 2018 - Jun 2019)

Introduction to UX Design

Georgia Institution of Technology (Issued Jan 2019)

SKILLS

Research

Design Research Methods • Data Collection • Card Sorting • Affinity Mapping • Competitor Analysis • Empathy Mapping • User Journeys Scenarios • User Stories • IA • Persona Generation • Research Design Planning • Research Design Operations • Survey Questionnaires Sampling Methods • User Testing

Design

Concept Sketching • Mockup & Wireframing • Lo-Fi Prototyping Hi-Fi Prototyping • Interaction Design • Visual Designs • Iconography

Tools & Technology

Figma • Sketch • Adobe XD • InVision Studio • Photoshop Illustrator • Zeplin • Miro • Contentsquare

Collaboration

Design Workshops • Design Audits • Design Critique • Participatory Design • Brainstorming • Communicative