

RIFAKATALI SAIYAD

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OBJECTIVE

Passionate UX/UI professional seeking an opportunity to apply innovative design solutions, user-centered methodologies, and creative problem-solving skills to create intuitive and impactful digital experiences.

EDUCATION

Bachelor of Computer Application (Degree) APJ Abdul Kalam University, India, MP, IND	2016-2019
Interactive Media Design (Diploma) Durham College, Oshawa, ON, Canada	2023-2024

RELEVANT SKILLS

User Interface (UI) Design

Proficient in creating visually appealing and cohesive interfaces by leveraging typography, color theory, and iconography. Skilled in designing responsive interfaces for various devices, ensuring consistent user experience, and crafting interactive elements and animations to enhance engagement and user satisfaction.

Prototyping and Wireframing:

Adept at using tools like Sketch, Figma, and Adobe XD to create interactive prototypes and wireframes, iterating based on feedback to align with project goals. Effective in collaborating with cross-functional teams to facilitate communication and gather insights.

Graphic Design with Adobe Suite

Proficient in using Adobe Photoshop, Illustrator, and InDesign to create high-quality digital designs, logos, and branding materials. Skilled in developing cohesive visual identities, ensuring consistency across various media. Effective in collaborating with teams to integrate graphic elements into broader design projects and campaigns.

Motion Graphics with Adobe After Effects

Skilled in using Adobe After Effects to create dynamic motion graphics, ads, and videos. Proficient in developing engaging animations and visual effects that enhance storytelling and align with brand objectives.

Web Development with WordPress

Proficient in using WordPress to design and develop responsive websites. Skilled in creating engaging web layouts that ensure a consistent user experience across all devices.

WORK EXPERIENCE

UX/UI Design Associate

April 2024 - May 2024

RealtyShop.ca, Toronto, ON, CA (Remote)

2 Months

- **Booking Flow UX/UI:** Led the redesign of the booking flow, enhancing user experience and streamlining the interface for better user engagement and conversion rates. Utilized Figma to create wireframes, prototypes, and high-fidelity designs.
- **Web Design and Layout:** Designed and developed responsive websites using WordPress, ensuring optimal user experience across devices. Implemented modern design principles and best practices to create visually appealing and user-friendly web pages.
- **Conducted comprehensive reviews** of existing designs, provided actionable feedback for improvements, and performed user research to inform design decisions and enhance overall user satisfaction.

Graphic & UI Designer (Freelancer)

April 2019

Online freelance platform - Upwork

5 Years

- Developed marketing collateral, UI elements, and print graphics, showcasing a versatile skill set in visual design.
- Collaborated with clients to outline project requirements, define scopes, and efficiently manage project milestones, ensuring successful project delivery.
- Demonstrated clear communication, swift turnaround times, and effective incorporation of feedback, contributing to streamlined project workflows.

Graphic Designer

Aug 2017 - Oct 2020

Kuntec Online Services, Vadodara, Gujarat, IND

3 Years & 2 Months

- Formulated imaginative designs for comprehensive marketing packages, encompassing digital assets, print materials, brochures, banners, and posters.
- Employed Adobe XD, Figma, and Photoshop to craft UI/UX mockups and prototype designs for both web and app interfaces.
- Collaborated closely with clients to discern and define project requirements, set clear scopes, and effectively manage project milestones, ensuring successful project outcomes.

REFERENCES AVAILABLE ON REQUEST

PORTFOLIO

<https://rifakatsaiyad.com>