Mohammed Wase Ali

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Portfolio • LinkedIn • Behance • Dribbble

Summary

- Innovative UI/UX Designer with 3.7 years of experience in user-centered design for B2B, B2C, and SaaS products. Proficient in visual aesthetics, design thinking, and user research, with a strong focus on improving UX and UI. Experienced in collaborating with teams to enhance user experiences and drive business outcomes.

Experience

RightData | UI/UX Designer   (Feb 2024 - Aug 2024)
- Designed user experiences for 3 ETL products, ensuring data quality through thoughtful design.
- Developed 100+ wireframes and prototypes to communicate design ideas effectively to stakeholders and team members.
- Created style guides and design systems, maintaining consistency across multiple platforms and products.
- Incorporated client feedback based on design specifications, meeting 75% of requirements and addressing usability and accessibility issues through testing.
- Collaborated with the team to craft intuitive interfaces and seamless user experiences using agile methodology.
- Improved user satisfaction by 25% through targeted iterative design enhancements.

WeThinkApp Studios | UI/UX Designer   (Oct 2021 - Jan 2024)
- Designed user-centric experiences for 15+ websites, 8+ mobile apps, and 12+ web applications, including MVPs and enhancements to existing products.
- Gathered project requirements and conducted research (interviews, surveys, competitive analysis, market research) to refine app experiences.
- Reduced usability issues by 40% through targeted design improvements.
- Developed user personas based on behavioral insights to guide design strategies.
- Created user flows, sitemaps, and wireframes to streamline and optimize user journeys.
- Designed new MVP products from scratch &enhanced existing ones, including concepts, branding, design systems, and prototypes.
- Incorporated feedback for high-quality final designs and ensured product quality through continuous iteration.
- Collaborated as team projects & individual to drive design excellence and collaboration.

Westgates IT | UI/UX Trainee   (Mar 2021 - Oct 2021)
- Designed a new suite of websites that will represent the company
- Produced user flows, sketches, wireframes, and visual designs
- Built interactive prototypes to test and refine concepts
- Designed responsive websites (desktop, mobile) and digital interfaces.

Skills

- **Design Skills:** User Research, Product Design, Wireframes and Prototyping, Design System, Visual Design, Interaction Design, Usability Testing, Design Thinking, Accessibility Design, Responsive Design.

- **Tools & Softwares**: Figma, FigJam, Whimsical, Adobe CC (Photoshop, Illustrator, After Effects), Sketch, Maze, Jitter, Notion, G Suite, User Testing, UX Tweak.

Certification

- **Awwwards** | A powerful visual language for brands by Niccolò Miranda.

- **Interaction Design - IxDF** | How (and When) To Run A Design Sprint.

- **Interaction Design - IxDF** | HCI - The Foundations of UX Design.

- **Interaction Design - IxDF |** 21st Century Design with Don Norman.

- **Interaction Design - IxDF |** A Storytelling through visual design.

- **Google Coursera** | Google UX Design Professional Certificate.

Additional

- As a **self-taught designer**, I'm always pushing myself to explore new design ideas and stay updated with the latest tech trends. I have a keen eye for detail and excel at meeting deadlines.

- Outside of work, I enjoy playing professional cricket, spending time with friends, and mentoring others. I'm passionate about sports, cars, and movies.

- I'm constantly learning something new every day. Currently, I'm advancing my skills in no-code development, using tools like Framer, WordPress, Webflow, and Wix to tackle complex projects.

- I regularly share my personal exploration work and knowledge on Instagram, Twitter, Layers, and Peerlist, keeping my creative journey and insights accessible to the community.