



## AKBAR. U

Lead UX/UI Designer & Website Manager

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Highly skilled UI/UX and Visual Designer with cross-domain expertise, specializing in visual design and user interface design. Proficient in tools like Webflow, Framer, and Figma, with advanced skills in prototyping. Committed to crafting impactful, user-centered designs that harmonize visual appeal with intuitive functionality, optimizing experiences across web and mobile platforms. Proven experience in collaborating with diverse product teams, driving design innovation, and delivering high-quality digital solutions across various industries. Seeking a collaborative role to leverage my expertise and contribute to dynamic, cutting-edge design projects.

## Work Experience

### Tortil

Lead UX/ UI Designer Nov 2021 - Present

- Led the design of the SmartBudget™ film budgeting tool and other cutting-edge platforms as the solo designer at Tortil.
- Designed intuitive user interfaces in Figma, creating interactive prototypes in Figma and Principle.
- Utilized a strong foundation in HTML and CSS to harness Framer, crafting the Tortil website.
- Leveraged Webflow for another project, bridging design and development seamlessly
- Streamlined design workflows, cutting development cycles by 25% and enhancing collaboration between design and engineering teams.
- Partnered with product managers and engineers to ensure a user-centered approach, improving both usability and efficiency

### Tata Consultancy Services (TCS)

Senior UX/ UI Designer 6/2014 - 10/2021

- Delivered end-to-end design solutions for global clients across diverse domains, including Life Sciences, Banking, Insurance, and Retail.
- Led the UX/UI design of the Gulf Bank portal, which received a Design Excellence Award.
- Collaborated with cross-functional teams in various industries to create tailored solutions that addressed specific business needs.
- Mentored junior designers, improving team efficiency and fostering professional growth.
- Created prototypes, wireframes, and user flows to ensure seamless collaboration with development teams and stakeholders.

### Digital Eye Design Studio Australia

Senior Web & UI Designer 9/2010 - 04/2014

- Worked remotely with international clients, marking my first experience in a remote design role.
- Gained significant exposure to global work culture and improved project delivery times by 30% through efficient collaboration.
- Focused on responsive web design and accessibility, delivering high-quality solutions over 4+ years.

### Interberry Solutions

Senior Web & UI Designer 12/2009 - 08/2010

- Designed and developed modern websites for small and medium-sized businesses, ensuring high client satisfaction.
- Converted Photoshop designs into pixel-perfect HTML and CSS code.

### Cubet Technologies

Web Designer 03/2009 - 12/2009

- Developed user-friendly websites with a strong focus on responsive design.
- Worked on converting visual designs into functional HTML/CSS interfaces.

### Eglue Web

Graphic & Web Designer 02/2008 - 03/2009

- Started as a Graphic Designer, creating logos, banners, and marketing materials.
- Transitioned to web design, mastering Photoshop, HTML, and CSS.
- Learned PSD-to-HTML conversion, which served as the foundation of my career in design.
- Gained expertise in small-scale website design while improving visual storytelling.

## Design Tools

Figma Sketch Webflow  
Framer Principle for Mac, Jitter  
Photoshop Illustrator  
HTML & CSS

## Core Expertise

UI/UX Design Visual Design  
Prototyping Wireframing  
Design Systems & Component Libraries  
Responsive Design  
User-Centered Design (UCD)  
Responsive & Adaptive Design  
Interaction Design

## Education & Qualification

- Diploma in Multimedia  
Info Soft 2006 - 2007
- BSc IT  
Punjab Technical University 2004 - 2006
- Certified Member, Interaction Design Foundation  
Mobile User Experience

## Other Interests

Music Movies Volleyball