

# SAFA ASHRAF N

## UIUX DESIGNER

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Dynamic UI/UX designer with a strong background in creating intuitive user experiences. Experienced in leveraging user research and data-driven insights for design decisions. Proficient in Figma, Adobe Creative Suite, Framer and prototyping tools. Committed to delivering high-quality, aesthetically pleasing designs that meet user needs and foster collaboration.

### PROFESSIONAL EXPERIENCE - 02 years

#### • WYNTEAM GLOBAL:

- Redesigned and enhanced WYNTEAM's digital presence, independently delivering a responsive website and cohesive branding to attract high-value clients.
- Developed and implemented a scalable design system, ensuring consistency across all platforms and touchpoints.
- Led end-to-end website redesign, from user research to high-fidelity prototyping, optimizing usability and engagement.
- Collaborated with key stakeholders to align design strategy with business objectives and user needs.
- Utilized Figma & Framer to create interactive prototypes and refine UI/UX solutions efficiently.

#### • INFOGAIN INDIA PVT LTD. - MICROSOFT'S REIMAGINE PROJECT:

- Redesigned 50+ Microsoft web pages, ensuring adherence to comprehensive design systems and guidelines.
- Conducted quality assessments of developed 60+ pages to ensure top-notch delivery standards, reducing post-launch issues by 50%.
- Led a team of 4 designers through the end-to-end design process, coordinating with 3+ departments, including development and authoring teams, to achieve high-quality project delivery and a 15% faster time-to-market.
- Created and maintained robust design systems and style guides for projects, streamlining design consistency and efficiency across teams.
- Collaborated effectively with cross-functional teams, including developers and product managers, to enhance project outcomes and ensure consumer needs were met.
- Earned peer recognition and awards for consistent, reliable, and excellent work delivered within specified deadlines.

#### • OTHER PROJECTS:

- Executed 5+ web and marketing designs, including drip campaigns, posters, and banners.
- Delivered 5+ logos for diverse brands in sectors like beverage, health clinics, and institutions, contributing to improved brand identity and recognition.
- Implemented UX laws and design principles in projects, ensuring an increase in usability and user effectiveness.

### TOOLS / SOFTWARE

Figma, Framer, Adobe Photoshop, Adobe Illustrator, Adobe XD

### TECHNICAL SKILLS

Figma Expertise, Wireframing, Prototyping, Design System Development, Problem solving, UX Research & Testing, High-Fidelity Design, UI/UX Design Principle

### SOFT SKILLS

Communication, Interpersonal Skills, Leadership, Collaboration, Creative Thinker, Empathy, Attention to Detail, Openness to Feedback

### EDUCATION

- PP in UIUX Designing, Wiztoon College of Media and Design, Bangalore (March 2022-June 2023)
- B.Tech in Chemical Engg, TKM College of Engg, Kerala (June 2015- May 2019)

### AWARDS

- Spot Award for best performance (March 2024)

### CERTIFICATION

- Psychology Driven UI/UX (Pursuing)
- Revolutionize UX/UI: AI-Design Strategies with ChatGPT
- Generative AI Fundamentals