

# Hadi Rafik Shaikh

UI UX designer

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## Experience

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### Specialist - Interactive, LTIMindtree, Pune (Dec 2023 – Present)

- Researched through existing research artifacts to turn them into actionable insights, and pulled out most important and high-impact workflow issues that were ignored in earlier releases and why.
- Ran think-aloud research method and redesigned the tool and, after usability testing, helped users finish their tasks quicker raising task completion efficiency by 40%.
- Ran competitive assessments, defined success metrics (task time, error rate, usability score), and validated flows with stakeholders, leads and developer's team.
- Worked closely with developer's and other teams to make sure the design was practical and avoided unnecessary rework during design handoff.

### UI/UX Designer - Neutrinos, Bangalore (Aug 2021 – Nov 2023 )

- Led the UX for several SaaS, Web and Mobile apps in BFSI and insurance simplifying complex workflows for thousands of internal and external users.
- Conducted in-depth user research to gain insights into users' behavior and preferences and then collaborated developers, product team and stakeholders. Assisted the team with valuable insights to ensure feasibility of the product.
- Conducted A/B testing, competitive analysis, qualitative and quantitative research, mapped journeys, and validated concepts with users before scaling to production to refine product usability. Reduced iterative design processes by ~60% by collaborating with business and dev teams simultaneously.
- Rebuilt mobile banking flows leading to drop-off reduction: 43% → 15%, task completion: 88% (target 95%), task time reduced to 2m 45s, and Misclick rate cut to 19%.

### Graphic Designer - Esteem People, Pune (Sept 2017 – Aug 2018)

- Delivered design assets for international-level sports merchandise with high consistency and direct client endorsement.

### Graphic & UI/UX Designer - Align Arts Services, Pune (Jan 2013 – Aug 2017 )

- Built a reusable cross-platform design system reducing new-design efforts by 70%.
- Created UI for web apps and SaaS products using design thinking methodology and iterative prototypes and validated with end users, business and engineering teams.

## Skills

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**Design:** Sketch, Wireframing, Concept Design, Visual Design, Ideation, Design Documentation, Design for Accessibility, Information Architecture, Data Visualization, Design System Manager, Advance Prototyping, High Fidelity Mockups, Interaction Design, Agile UI/UX and Motion Graphics

**Research:** User Interviews, User Surveys, Competitive Analysis, User Observation, User Flows, Contextual Enquiry, Design Thinking Process, Usability Testing, Qualitative and Quantitative Research, A/B testing

**Tools and Tech:** Figma, Notion, Jira, Adobe XD, Adobe Illustrator, Adobe After Effects, Adobe Photoshop, Low-Code/No-Code, Artificial Intelligence (AI), Frontend Web Development, ServiceNow (Dev)

## Education

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### BAM University

Bachelor of Computer Applications (BCA)

## Certification(s)

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### Midas Multimedia

Advance Diploma in Web Designing and Development

### Udemy

Design for Accessibility (WCAG 2.2)

### Udemy

Design Thinking Masterclass