

ARIF PATHAN

Senior UI/UX Designer

+91 9860273379 @ arif.pathan1@gmail.com Visit my LinkedIn Profile www.arifdesignhub.com



SUMMARY

I am a user experience professional skilled in decoding and analyzing business requirements. With significant experience in creating detailed wireframes, high fidelity mockups, and prototypes for diverse domains, I excel in teams operating within Agile environments. My strong communication and collaborative skills lead to effective outcomes in projects that prioritize user-centered design.

EXPERIENCE

Freelance UX Designer

Self Employed

07/2023 - Present

I am responsible for providing the best user experience for B2B and B2C applications, including mobile and web platforms, in the financial services, insurance & other domains.

Sr. Consultant

Capgemini

08/2018 - 06/2023

A global consulting and technology services company.

- Improved solution design efficiency by {20%} by collaborating with {5} product owners, BA, and architects.
- Enhanced solution effectiveness by {30%} using the Design Thinking process to identify and define problems.
- Experience working with project teams to implement overall UX strategy.
- Supporting developers for providing Assets and design specifications for development.

Sr. Visual Designer

Silicus Technologies India Private Limited (Infogain)

03/2015 - 08/2018

A technology company delivering solutions in innovative software development.

- Produce UX and design deliverables: Screen designs, visual elements, Low Fidelity wireframes, detailed process flows.
- Improved app usability by {20%} by developing HTML pages using Bootstrap, Ionic, and Materialize frameworks.
- Good understanding of iOS (HIG), Android (Material Design) and other mobile platforms.

Associate Creative Designer

Vidushi Infotech

06/2012 - 02/2015

A company specializing in web and graphic design services.

- Increased client satisfaction by {20%} by creating tailored website concept designs for {15} clients.
- Responsible for designing Logos, advertisements, brochures, and online graphic.
- Design with standards compliant code with emphasis on browser compatibility.

Web & Graphic Designer

Universe Technology Solutions

08/2011 - 06/2012

A web development company offering services to create and manage online presence.

- Planning, design and implementation of complete websites.
- Improved user engagement by {30%} by designing {5} responsive landing pages and {20} email templates.
- Creating artwork for short and long-term projects.

CERTIFICATION

Human-Computer Interaction

Interaction Design Foundation Jul 2020 - Sep 2020

User Experience – The Beginners guide

Interaction Design Foundation Jul 2020 - Feb 2021

Web Design for usability

Interaction Design Foundation Jul 2020 - March 2021

Mobile User Experience Design

Interaction Design Foundation Jul 2020 - Feb 2021

Accessibility – How to design for all

Interaction Design Foundation July 2020 - May 2021

Enterprise Design Thinking Practitioner

IBM May 2024

SKILLS

Product discovery UX research & testing

Customer journey mapping

Information architecture Wireframing

Prototyping Visual design Illustration

Interaction design Design system

Design sprints A/B testing User flow

TOOLS

Figma

Proficient



Adobe XD

Advanced



Sketch

Advanced



Adobe Creative Suite

Intermediate



Invision

Proficient



Confluence

Advanced



Jira

Advanced



Zepline

Advanced



EXPERIENCE

Web Designer

Shriameyasoft

📅 02/2011 - 08/2011

A firm providing tailored web solutions for various clients.

- Planning, design and implementation of complete websites.
- Increased user engagement by {15%} by designing site structure and landing pages.

EDUCATION

Bachelors' degree in Applied Arts

Abhinav Kala Mahavidyalaya

📅 07/2005 - 03/2010

AWARDS



Star of the Month

For Outstanding Contribution in design with [Infogain](#) 2016



Wild Life India Photography Awards

Nominated in Top 100 by Better Photography Magazine in 2017



Maharashtra kaleidoscope

Special Mention in Wild life Category in 2017



For the love of Food

Special Mention in Food Photography Category in 2020

PROJECTS

HSBC Mobile App Case Study

📅 08/2018 - 01/2021

🔗 <https://www.behance.net/gallery/197074299/Treasury-Mobile-App>

Mobile app case study for HSBC focusing on user interactions and functionalities.

- Enhanced user experience for {5} key journeys, resulting in {\$2 million} increase in customer satisfaction revenue.

BCBSLA Insurance Portal

📅 02/2021 - 12/2022

🔗 <https://shorturl.at/z2Ze6>

Worked on Blue Cross and Blue Shield of Louisiana Association's insurance management portal.

- Improved user engagement by {30%} by redesigning insurance portal interface.
- Enabled users to manage insurance history, claim insurance, and opt for various insurance types.

Swiss Re Group

📅 01/2022 - 03/2023

Part of the design team at Swiss Re, creating user interfaces that improve resilience in insurance services.

- Developed reinsurance solutions, resulting in a {30%} increase in user engagement.