Iram Vaseem

www.iramvaseem.com | Hyderabad, India

CONTACT

Mobile : +91-7093382721
E-mail: iramvaseem@gmail.com

EXPERIENCE

Summary

- Have about **4 years** of experience in **UI development and UX design.**
- Converted Photoshop mock-ups into valid **HTML/ XHTML/CSS3** web pages and applications.
- Create new product designs including (but not limited to) **user flows, wireframes, mocks, and prototypes** that are simple, intuitive, yet sophisticated to solve complex problems.
- Develop creative **storyboards, visual themes, illustrations** and layouts for **brochures, infographics, presentations**, and other promotional material.
- Collaborate with the offshore and onshore teams, from understanding of an expectation, execution, to delivery.
- Strong development skills with ability to understand **technical design** and translate the same into workable solution.
- Experience in building and shipping applications or software that includes **designing reusable UI**.
- Skilled in **Responsive Front-end Development** of web applications.
- Worked in both **Agile and lean UX process.**
- Accomplished in Responsive Web Design
- Strong working knowledge of **HTML5,CSS3 and Bootstrap Technologies.**
- Strong visual sense with keen focus on timely delivery of high quality projects
- Transmit and percolate creative concepts across all organizational levels
- Communicate and collaborate with cross-functional teams for faster results

SKILLS

UX Design : **Adobe XD, Sketch app, Figma,** Keynote, Illustrator, InVision, Z**eplin**

UI Development : **HTML5, CSS3,Bootstrap,** jQuery,Magento,WordPress

Domain Knowledge : Retail, HRMS, Health Care, LMS, Finance, ATS

ACHIEVEMENTS

Youngest Indian Speaker, Indian Parliament, 2017

Opening Speaking for National Women's Parliament, Plenary Session I, Legislative Assembly of A.P., India (Broadcast live on National & Intl. Television)

Guest Speaker/Women Activist

Speaker for many public events at Oxbridge Group of Institutions, SREC, RCEW, RGM etc.

PROJECTS

American CyberSystems (ACS) — *May 2021 – date*

Senior Software Engineer (UI/UX Design & Development)
- Independently handling design architecture of the project and providing necessary design advice
- Face the client on a daily basis to gather requirements and ensure timely deliveries

EDUCATION

B.Tech (Computer Science & Engineering),2018 -
JNTUA, India
K.G - Senior Secondary -
International Indian School,Riyadh, Saudi Arabia

LANGUAGES

- Coordinate with developers on building a pixel perfect UI

- Plan and conduct **user research** and competitor analysis

- Interpret data and qualitative feedback

- Create **user stories**, **personas**,**game design** and **storyboards**

- Determine information architecture and create sitemaps

- Create fully functional **prototypes** and **mockups**

- Conduct usability testing

ThirdFlix — *Nov 2020 - May 2021*

UI/UX Design & Development

- Plan and conduct **user research** and competitor analysis

- Interpret data and qualitative feedback

- Create **user stories**, **personas**,**game design** and **storyboards**

- Determine information architecture and create sitemaps

- Create **prototypes** and **wireframes**

OSI Digital — *July 2018 - Nov 2020*

Web Design & Development (UX,HTML 5,CSS3,Bootstrap)

UX Design

As a UX designer, planned the overall vision and user strategy for Mobile and web apps, conceptualising product and use cases, working closely with Product owners and software engineers.

Ensured consistent usability driven design by communicating the user experience at various stages of the design process by making compelling designs and concepts, and expressing them in easy-to-understand visual ways, such as: Sketches, wireframes, flow diagrams, visual designs and prototypes.

Re-engineered the entire product UI to improve usability, Re-designing corporate website, preparing infographics, explainer videos and tutorial videos, Designing social, marketing and sales content like social posts, handouts, investor pitch, elevator pitch etc.

UI Development

Translated necessary UX requirements into HTML code and create

English
Arabic
Hindi
Urdu

customized CSS to match the design.

Coordinated with back end developers and client for website requirements.
Ensured high quality deliverables by following defined processes.
Ensured responsiveness of applications.
Ensured that personal technical skills are kept up to date for effective development.
Adhered to industry standards and defined guidelines and principles.
Build reusable code and libraries for future use.
Ensure the technical feasibility of UI/UX designs.
Optimize application for maximum speed and scalability.
Proficient understanding of web markup, including HTML5, CSS3.

Mroads LLC — *July 2017 – July 2018*

UI/UX Design & Development
Designed and Developed the complete User Experience and Interface of the Mobile App (iOS,Android) -Paññã for Digitizing Education (an AI based platform for hiring)

Worked on the development of front-end of the official website of mroads.

Created workflows, personas, storyboards, UI Elements, customized Style Guide, 50-100 full templates and a working prototype (Sketch & Invision) for variable modules suitable for a variety of conditions in multiple phases of Design Sprint.