



# Adeel Sadiq Senior UX Consultant

As an experienced design practitioner, Adeel thrives on tackling intricate challenges and finding innovative solutions that bridge the gap between objectives and needs. Who crafts beautiful, data-driven, easy-to-use designs that deliver significant results. With an empathetic, creative, and user-centred approach, Adeel has a proven track record of delivering strategic projects that yield significant profits and value from the initial stages to go live.

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His deep passion lies in crafting exceptional user experiences and thoroughly exploring product research, throughout his career, he has gained extensive expertise in designing both enterprise (B2B) and consumer (B2C) products across various platforms, including mobile, and web. This diverse background equips him with a comprehensive understanding of designing for different target audiences and contexts.

## Employment



### SYSTEMS LIMITED - SENIOR UX CONSULTANT

Mar 2021 - Present

- Collaborated with stakeholders to develop cutting-edge and user-friendly interfaces, managing web and interactive communication projects from inception to successful launch.
- Played a key role in UX design, managing information architecture, and conducting heuristic analysis, while actively participating in RFP and SOW reviews, prioritizing features with the development and product teams, and ensuring stakeholder sign-off.
- Coordinated closely with cross-functional teams to gather requirements and deliver necessary design elements, incorporating user research insights into feature solutions.
- Led the formation of experience design to user interface, overseeing the entire process from concept to completion, including creating visual mockups, and interactive prototypes, and conducting interviews for internal teams and users.



### SWITCH SOLUTIONS - LEAD UX DESIGNER

Dec 2019 - Feb 2021, Islamabad, Pakistan

- Collaborated with product managers and engineers to prioritize the product roadmap, ensuring an optimal customer experience and addressing pain points within the team and stakeholders.
- Developed a component library to streamline collaboration with developers and establish the product's brand identity.
- Managed a design team, implementing short- and long-term strategies, and worked across various products and services, presenting designs to senior stakeholders and closely coordinating with Optimization & Analysis teams.



### JIDDIT - UX/UI DESIGNER

Dec 2018 - Nov 2019, Islamabad, Pakistan

- Facilitated workshops and engaged with stakeholders to gather requirements and clarify their design preferences.
- Designed for both web and mobile platforms, incorporating user research and testing, and collaborated closely with developers on implementation.
- Established a cohesive brand system, aligning design with growth strategy, and architecture of a scalable UI design system that reduced Engineering costs for customizing the insurance quoting engine across carriers.



### MAMANGO - PRODUCT DEVELOPMENT MANAGER

Nov 2015 - Aug 2016, Islamabad, Pakistan

- Led the entire product life cycle, prioritizing requirements and aligning product vision with senior management to deliver successful outcomes.
- Exercised independent judgment in project management, overseeing prioritization, planning, and progress tracking for development projects.
- Collaborated with internal stakeholders, including Senior and Product Management teams, Operations, and cross-functional departments, ensuring business solutions met specified objectives. Managed and directed a team of designers and software developers, evaluating performance and defining growth plans.



### ZIGRON - UX/UI DESIGNER & FRONT END DEVELOPER

Dec 2013 - Oct 2015, Islamabad, Pakistan

- Developed high-end websites and web applications, ensuring effective functionality and adherence to design guidelines, from initial references such as sitemaps and wireframes.
- Maintained and optimized complex websites and applications, overseeing smooth operations and addressing maintenance and content requests while planning for future enhancements.
- Collaborated with development teams and internal/external designers to create tailored digital experiences, translating ideas into practical wireframes, user task-flow diagrams, interactive prototypes, and design specifications.

## TOOLS

- FigJam • Adobe Creative Suite • Marvel
- Canva • Usability Hub • Survey Monkey
- Typeform • HTML & CSS • LottieFiles
- Notion • Webflow • Google Analytics
- Hotjar

## UX SKILLS

- Research analyzing • Product Design
- App Design • UX Strategy • User Research
- Visual Design • Prototyping • Workshops
- Facilitation • Stakeholder Alignment
- UX Design • Inclusive / Accessible Design
- User-Centered Design • Data Analysis
- Data visualization • UX Research
- Interaction Design • Problem-Solving
- Usability Testing • Interactive Prototypes
- User testing • Wireframing • IA
- User journey mapping

## SOFT SKILLS

- Problem-solving • Leadership
- Time Management • Collaboration
- Communication • Curiosity
- Decision making • Empathy
- Innovative • Listener • Feedback seeking
- Team player • Accuracy
- Analytical thinking • Long-term learning

## PERSONAL INTERESTS

- Design Trends • Video Games • Movie
- Music • UX • Work/life Balance
- Share knowledge

## EDUCATION

### HND - Art and Design

BTEC HND | Pearson qualifications

### Software Engineering

Skill Development Council (SDC)

## REFERENCES

Available upon request