

# Abdul Basit Chhipa

## User Experience Designer

Dynamic and innovative Product Designer with over 2.5 years of experience in creating compelling user experiences for both B2B and consumer-facing products. Proficient in leading end-to-end design processes, from ideation to launch, and adept at balancing user needs with business objectives. Skilled in creating and maintaining design systems, with expertise in Adobe XD, Figma, and the Adobe Creative Suite. Exceptional communicator and collaborator, with a strong portfolio showcasing product design expertise."

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AI Ghubaiba, Dubai, UAE, 

## WORK EXPERIENCE

### User Experience Designer

Arelith Solutions

08/2022

Karachi

- Led strategic website redesign projects, applying user-friendly principles and strong problem-solving skills to enhance user experience.
- Conducted in-depth user research to inform design decisions and collaborated cross-functionally to refine UI/UX designs based on feedback.
- Implemented design frameworks to establish aesthetic benchmarks, ensuring consistency and visual appeal across digital platforms.
- Documented design processes and user interactions to facilitate team collaboration and future project iterations.
- Thrived in a dynamic and collaborative environment, fostering team growth and innovation in UI/UX design.

#### Achievements:

- Ignited a 20-30% business boost at Optimized Body & Mind (UK) through dynamic UI/UX strategies.
- Crafted optimal usability for Inspire-FM's website, solidifying its status as a distinguished solution.
- Designed a distinctive theme for Optimized Tech & Bi, elevating their online presence and user experience.

### User Experience Designer

Alsons Industry (Pvt) Ltd.

11/2021 - 06/2022

Karachi

- Integrated UI/UX principles into digital platforms, revolutionizing industry workers' interactions.
- We designed Bulb-assure Software, enhancing efficiency by 20% with 99% accuracy in identifying bulbs.
- Established an environment of continuous improvement, implementing design frameworks and methodologies to drive innovation.

### Front-end Quality Assurance Trainee

Foodpanda

## SKILLS

User Experience Design

Typography

Interaction Design

Information Architecture

Visual Design

Figma

Adobe Creative Suite

Prototyping

Usability Testing

Empathy Maps

User-Centered Design

Problem Statement

Goal Statement

Wireframing

User Interface Design

Concept Refinement

Product Design

Time Management

Communication Skills

HTML CSS

User Research

Sitemaps

Screen flows

Competitor Analysis

Interpersonal Skills

Web Technologies

## COURSES

### Foundations of User Experience (UX) Design, Coursera

12/2023 - 12/2023

### Start the UX Design Process: Empathize, Define, and Ideate, Coursera

01/2024

### Create High-Fidelity Designs and Prototypes in Figma, Coursera

01/2024

### Graphic Designing, SMTP

12/2018 - 05/2019

01/2021 - 07/2021

Karachi

Ensured top-notch quality assurance for restaurants, enhancing operational efficiency.

## EDUCATION

### Bachelor of Software Engineering

UIT (Affiliated with NED University of Engineering & Technology)

09/2016 - 11/2020

Karachi

Relevant coursework: Software Project Management, Human-Computer Interaction, Computer Science, Software Product, Design Systems, Software Design & Architecture, etc.

## LINKS

Behance

Linkedin

## LANGUAGES

English  
Good Command

Urdu