

# Ume Aiman Adeel

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## Career Summary

Experienced Product Designer with a decade of expertise in user-centric design and agile project management. Specializes in UI/UX design, utilizing thorough user research to drive decisions. Proficient in creating intuitive information architectures, wireframes, and prototypes. Analytically minded with a focus on data-driven design optimization, contributing to meeting business objectives. Demonstrates leadership by guiding projects from concept to implementation, effectively communicating across cross-functional teams.

## Skills

- Figma
- Adobe Creative Suite
- Balsamiq
- WordPress
- Design Thinking
- Microsoft DevOps
- User Personas
- User Journeys
- Wireframing
- Accessibility
- Prototyping
- Card Sorting
- Information Architecture
- Agile Methodologies
- Stakeholder Management
- Usability Testing
- Design Systems
- Web Design
- Elementor
- Canva

## Professional Experience

### **Cardinal Biologicals Inc, USA**

**Feb 2022 – Present**

#### **Product Designer**

- Led the analysis and responsive adaptive redesign of Cardinal Biologicals Inc.'s website, aligning design strategies with the company's unique product line in the life sciences industry.
- Conducted extensive User Research to identify and address end-user needs and pain points, informing design decisions.
- Developed a data-driven design and marketing proposal to pivot the website from a knowledge hub to a dynamic e-commerce platform, focusing on enhancing user experience and driving sales.
- Established and maintained design systems and standards to ensure consistency and efficiency throughout the project.
- Designed Information Architecture, mock-ups, user personas, and low and high-fidelity wireframes using tools such as Balsamiq, Figma, and WordPress.
- Collaborated effectively across diverse teams and company leadership to gain insights into the business and ensure the successful execution of the project.
- Implemented an impactful social media advertising strategy to boost Cardinal Biologicals Inc.'s online presence and attract a specialized audience, resulting in a 30% increase in website traffic and a 20% rise in sales within six months.
- Currently providing ongoing design support and insights to the company as an independent contractor on retainer.

### **Datainvent Systems (Contractors to Health Pro and EY)**

**Aug 2022 – Dec 2023**

#### **Sr. UI/UX Consultant**

- Led a \$5 million transformation effort to modernize a legacy B2B platform, resulting in intuitive user-friendly interfaces for all features, including optimized contract management, product reporting, visualizations, and materials management, leading to a 30% increase in user satisfaction ratings.
- Collaborated closely with diverse stakeholders, including Executives, Product Owners, Managers, Marketing, Business Analysts, and Development teams, resulting in a 20% reduction in project timeline and a 15% increase in on-time delivery.
- Developed comprehensive Information Architecture from the ground up, optimizing user pathways and interactions, resulting in a 25% improvement in user navigation efficiency.
- Crafted User Stories derived from discussions with stakeholders, ensuring alignment with project objectives, resulting in a 20% increase in user story completion rates.
- Presented and justified UX/UI to project stakeholders, tailoring communication to diverse audiences, spanning both technical and non-technical roles, resulting in a 30% increase in stakeholder buy-in.
- Created detailed wireframes in Figma, aligning with user requirements and project scope, resulting in a 20% reduction in design iteration cycles.
- Translated wireframes into interactive prototypes using Figma, seeking stakeholder input and enhancing designs iteratively, resulting in a 40% decrease in usability issues during user testing.
- Delivered a seamless and user-centric experience, minimizing the learning curve and facilitating easy adaptation to new systems, resulting in a 25% decrease in user onboarding time.

- Directly liaised with CEO and Business leaders to establish and review project updates, ensuring alignment with strategic goals, resulting in a 10% increase in project completion ahead of schedule.
- Collaborated closely with Front-end developers to guarantee consistent translation of design concepts into the final product, adhering to industry standards, resulting in a 15% improvement in design implementation accuracy.
- Provided regular project updates and promptly identified and addressed potential risk factors to project teams, resulting in a 20% decrease in project delays.

## **UI/UX Designer Consultant | Independent Contractor**

**Sep 2019 – Jan 2022**

- Leveraged expertise as a UI/UX designer to provide comprehensive design solutions to a diverse portfolio of local and international clients.
- Delivered services encompassing concept development, meticulous validation, streamlined user flows, strategic wireframing, impactful prototyping, and polished final design development.
- Employed a user-centric approach to ensure optimal user experiences and seamless interactions.
- Collaborated closely with clients to understand their unique business objectives and user needs, translating them into tangible design deliverables.
- Employed industry-standard tools and methodologies to create visually appealing and functional designs that align with client requirements.
- Produced innovative design concepts that resonated with target audiences and elevated overall user engagement.
- Effectively communicated design rationales and recommendations to clients, ensuring alignment with project goals.
- Maintained a freelance structure, adapting to various project scopes and timelines while consistently delivering high-quality design solutions.
- Continuously sought opportunities for professional growth and skill enhancement to remain at the forefront of UI/UX design trends and practices.

## **Grappetite**

### **Lead UI/UX Designer**

**Jul 2012 – Jul 2019**

- Played an integral role in strategic business decisions, contributing to the overall growth and direction of the company.
- Led and managed a dedicated team of UI/UX designers, orchestrating collaborative efforts to ensure timely completion of project deadlines.
- Successfully executed a multitude of projects, consistently garnering positive client feedback for design excellence and user-centric solutions.
- Leveraged a proactive approach to ideate and prioritize innovative design solutions, harnessing diverse perspectives to enhance product quality.
- Mentored and coached designers, providing hands-on training in Adobe Photoshop, Adobe Illustrator, and best UX practices, cultivating a culture of continuous learning.
- Conducted compelling UI/UX flow and prototype presentations to clients, effectively communicating design concepts and user journey experiences.
- Executed thorough user testing on high-fidelity wireframes and prototypes, validating design decisions and optimizing user interactions.
- Collaborated closely with Front-end developers to ensure seamless translation of design visions into the final product, aligning with rigorous industry standards.
- Actively participated in collaborative design review sessions with internal User Experience Design peers, refining and iterating design concepts.

## **Salsoft Technologies**

- Transformed client briefs into captivating design solutions, producing engaging game avatars and captivating background templates for diverse platforms including iOS, social media, and HTML5-based games.
- Designed the game navigation and menus for iOS and Android games aimed at delivering maximum user engagement and monetization opportunities.
- Seamlessly combined creativity and technical proficiency to deliver visually appealing and interactive design elements that enhanced user experiences.

## **Education and Certifications**

- UX Design Certification (Project based), **Brainstation**

**2021**

- Bachelors in Design, **Indus Valley School of Art and Architecture** (*Recognized by IQAS Canada*)

**2009**