

ABID AHMAD SHAH

Senior UI/UX Designer / Graphic designer

Srinagar, Jammu & Kashmir, India | +91-9541629682 | Shahabid121s@gmail.com

LinkedIn: <https://www.linkedin.com/in/abid-ahmad-736380214/> | **Portfolio:** <https://abidahmadshah.com/> |

Behance: <https://www.behance.net/abidahmad2>

PROFESSIONAL SUMMARY

UI/UX Designer with 5+ years of experience across UI/UX design, branding, and motion graphics, progressing from individual contributor to design leadership. Skilled in user research, wireframing, prototyping, usability testing, and cross-functional collaboration. Currently leading design strategy and creative direction at an agency level; seeking a remote Senior/Lead UX role.

CORE SKILLS

- User Research — user interviews, surveys, usability testing
- Wireframing & Prototyping — low-fidelity wireframes and high-fidelity interactive prototypes
- Visual Design — color theory, typography, layout, visual hierarchy
- Usability Testing — moderated and unmoderated testing, iterative refinement
- A/B Testing & Conversion Optimization
- Design Leadership — creative direction, cross-functional collaboration, stakeholder presentations
- Accessibility — designing to accessibility standards
- Motion Graphics & Brand Campaigns
- Vibe Coding (Claude and Grok)

TOOLS & SOFTWARE

- Figma, Sketch, Balsamiq
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro)
- Microsoft Office
- Claude, ChatGPT, Gemini, Grok, Higgsfield

EXPERIENCE

Head of Design — The Digital London | *March 2025 – Present*

- Lead UI/UX design strategy across digital products, ensuring high-quality, user-centered experiences from concept through delivery.
- Direct marketing and social media campaigns, setting visual branding and motion graphics direction for client and brand content.
- Partner with cross-functional teams to align design strategy with business objectives.
- Oversee motion graphics production for marketing campaigns.

Assistant Manager, Creatives — Industry Inscript | *May 2024 – March 2025*

- Led UI/UX design projects, delivering high-quality user experiences for digital products.
- Managed marketing and social media campaigns with a focus on visual branding and motion graphics.
- Collaborated with cross-functional teams to align design output with business objectives.
- Oversaw motion graphics creation for marketing content.

UI/UX Designer — AIIoT's Geek World Pvt. Ltd. | *December 2021 – May 2024*

- Conducted user research (surveys, interviews, usability testing) to inform design decisions.
- Ran A/B tests to optimize user engagement and conversion rates.
- Applied design thinking methodology to iteratively solve design challenges.
- Created high-fidelity mockups and prototypes in Figma and Sketch, maintaining a user-centric focus throughout the design process.
- Ensured designs met accessibility standards.
- Documented design decisions and rationale for team reference; presented design solutions to stakeholders.
- Managed design projects from concept to completion within deadlines and budget.
- Partnered with marketing to produce brand materials, including brochures and social media graphics.

EDUCATION

Amity University, Noida, Delhi — Master of Computer Applications *2024 – Expected 2026*

University Of Kashmir - Bachelor of Computer Applications *2019 – 2023*

MPML Higher Secondary, Srinagar, Jammu & Kashmir

CERTIFICATIONS

- Google UX Design Professional Certificate — Completed December 2022