

# Muhammad Nibras

**Portfolio:**  
www.nibrasdexign.com

**Email:**  
nibras999@gmail.com

**Phone:**  
+971 523 77 2844

**LinkedIn:**  
linkedin.com/in/muhammed-nibras/

**Dribbble:**  
dribbble.com/n\_dexig\_n

**Behance:**  
behance.net/nibras99939b5

## Senior UI/UX Designer | Designing AI & Data-Driven Digital Experiences

I'm a UI/UX Product Designer and Digital Experience specialist with a strong foundation in design and management, working across B2B and B2C industries. I focus on AI and data-driven, user-centered solutions using design thinking and agile methods to create intuitive and impactful experiences. Passionate about research and innovation, I aim to design digital experiences that deliver real value to users.

### Work Experience

#### Senior UI/UX Designer Trine Partners FZC L.L.C ABU DHABI, UAE | On Site | Full time - MAY 2025 - Present

- **Develop web UI designs** aligned with business objectives and the organization's design system, supporting scalable and cohesive digital experiences.
- **Create mobile app UI designs** including user flows, wireframes, and high-fidelity mockups, maintaining strong usability and brand alignment.
- **Manage website updates** and digital assets in the CMS for new launches and campaigns, ensuring timely deployment, visual consistency, and responsive design optimization.
- **Design and integrate lead forms** with Zapier, Salesforce, and Excel to automate lead tracking and reporting, improving efficiency and data accuracy.
- **Design and code responsive email communications** (HTML/CSS) for marketing and event campaigns, ensuring accessibility and consistent rendering across devices.
- **Conduct QA and usability testing** for digital platforms and lead forms to identify issues, validate UX improvements, and ensure seamless performance.

#### Senior UI/UX - Graphic Designer Ice Code Software L.L.C DUBAI, UAE | On Site | Full time - OCT 2022 - MAY 2025 - 2 yrs 8 mos

- **Squad X App:** Designed features for users to join and organize sports activities, including activity creation, split payments, venue booking, and team management. Integrated quick payments and external activity coordination with Meetup.
- **VenueHub Portal:** Developed a management portal for venue managers, enabling them to list outlets, manage bookings, and implement a subscription model.
- **Juventus Academy UAE App:** Created a mobile app for parents to track their children's academy activities, including an admin portal for coaches to manage player information.
- **Squad X Tournament Platform:** Designed a web platform for tournament registration and management.
- **Corporate Solutions:** Developed an admin portal for HR teams to organize wellness activities, with an employee app for participation tracking.
- **Static Websites:** Delivered static website designs for clients like Rexsol USA and KSMC, along with a responsive design for the Ice Code corporate site.
- **Collaboration:** Partnered with founders to translate business needs into user flows and wireframes. Aligned with project managers in Azure DevOps for sprint planning and coordinated with developers for design handoff.

## Continue Work Experience

---

**Projects:** Squad X App, Venuehub Booking Portal, Squad X Corporate Web Portal And App, Squad X Tournament Web Portal, Madame Tussaud's Allu Arjun Desktop App, Ice City Web Portal

### UI/UX - Graphic Designer Neel-Tech International

BANGALORE, INDIA | On Site | Full-time - Sep 2019 - Oct 2022 - **3 yrs 2 mos**

- **iCent App:** Developed an app for international students to access crucial information about pre-departure and post-arrival processes, including licensing and work permits, addressing common queries about their universities.
- **University Admin Portal:** Created an admin portal for universities to manage information, including customizable forms for paperwork specific to each institution's needs.
- **Reserve It App:** Designed an app for Canadian government employees to reserve work locations during COVID-19, facilitating safe workspace management.
- **Mascot Design:** Designed a mascot for the iCent app, inspired by the beaver, Canada's national animal, to enhance brand identity.
- **Collaboration:** Worked closely with business analysts, founders, and marketing managers to gather business requirements, which informed the creation of user flows and wireframes.

**Projects:** iCent App, iAdmin (University Admin Portal), Reserve It App, Covid Safe Canada Web And App, Airport Welcome Desk Web

## Education

---

### Enterprise Design Thinking Practitioner

IBM | October 2023

### Virtual Augmented & Mixed Reality

Lancaster University | September 2023

### Digital Skills: User Experience

Accenture | March 2023

### Certificate in UX Design

Designerrs Academy | Class of 2019

### Bachelor of Business Administration

Pondicherry University | Class of 2018

### Computer Science

Indian High School | Class of 2015

## Areas of Expertise

---

### User Research

User Surveys  
User Interviews  
Personas  
Card Sorting  
Usability Testing  
Contextual Testing  
Heatmaps

### Design Creation

Wireframing  
Prototype  
Mockups  
Storyboarding  
Design Sprints  
Design Thinking  
Atomic Design  
Design Systems

### Evaluation Methods

Heuristic Evaluation  
A/B Testing  
Cognitive Walkthrough  
Screen Reader Testing  
Usability Metrics  
Accessibility Audits  
Click Heatmaps  
Contextual Inquiry

### Technical Skills

Figma  
Sketch  
Adobe XD  
Adobe Illustrator  
Adobe Photoshop  
Notion  
HTML  
CSS  
JavaScript  
Framer

### Collaboration And Communication

Design Critiques  
User Story Mapping  
Brainstorming  
Scrum/Agile Environments  
Stakeholders Interviews  
Stakeholders Workshops  
Developer Handoff  
Design Solutions Interviews

### Iteration And Feedback

User Interviews  
Card Sorting  
Accessibility Audits  
Feedback Loops  
Agile UX  
Journey Mapping  
Retrospectives  
Usability Reports  
Conversion Rate Analysis