

# Muhammad Nibras

 nibrazdesign.com

 nibraz999@gmail.com

 +971 5237 72844

 linkedin.com/in/muhammed-nibras/

 dribbble.com/n\_dexig\_n

 behance.net/nibras99939b5

## Product Designer with 5 years of experience in Saas, B2B & B2C

I'm a UI/UX Product Designer with a strong foundation in art and business, bringing over 5 years of experience in SaaS, B2B, and B2C industries. I specialize in crafting user-centered solutions through design thinking and agile methodologies, ensuring intuitive and impactful experiences. Passionate about continuous growth, research, and innovation, I strive to design experiences that not only engage users but also add real value to their lives.

## Work Experience

### Senior UI/UX Designer Ice Code Software L.L.C

DUBAI, UAE | On Site | Full time - OCT 2022 - **Present**

- **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.
- **VenuHub 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 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.

**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 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

# Continue Work Experience

## Visual/Graphic Designer Freelance

TELLICHERRY, INDIA | part-time - Aug 2018 - Sep 2019 - 1 yrs 1 mos

- Designed logos for small-scale businesses and startups, creating unique and memorable brand identities.
- Developed brand identity systems for startups, including color palettes, typography, and visual guidelines.
- Created package designs for various products, ensuring appealing and market-ready packaging.
- Designed brochures, flyers, posters, and social media creatives, enhancing marketing and online presence for brands.

# 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