

HENAN REHMAN

UI/UX DESIGNER

Highly skilled UI/UX Designer, with a **Bachelor's Degree in Architecture** seeking to use proven skills in UI prototyping to enhance user experience. Skilled in Sketch and UX Research. Have completed several projects, including design of a chopper-booking web app, song-quiz game, and worked industry famous brands like **First Abu Dhabi Bank, ADNOC, HSBC Saudi, and Dubai Sports City** to name a few.

WORK EXPERIENCE

- UI/ UX DESIGNER** Jan 2020 — Present
Mirum Digital Agency
 - Partner with the product team to identify product features and functionality related to business objectives.
 - Collaborate with UX team to create interface designs and improve upon the experience flow where possible
 - Ideation and creation of UX design deliverables to provide a seamless user experience based on customer requirements: sitemaps, user flows, wire frames (lo-fi and hi-fi) and prototypes.
 - Production of UI design deliverables to build memorable interactive experiences for users: adaptive & responsive designs for mobile and desktop, creation of UI kits, UI component libraries, style guides and specification guidelines for developers.
 - Develop graphics, illustrations, iconography and layouts for e-commerce newsletters and social media platforms.
 - Maintain and generate asset libraries and ensuring they are based on optimal web preferences
 - Present design deliverables to the client in an informative manner and collaborate with them to finalize the designs
 - Collaborate with developers to ensure implementation is as per designs and provide support for design QA
- FIRST ABU DHABI BANK** www.bankfab.com
Creation of the unified design system, redesigning web pages based on analytics, and doing quality assurance reports for other FAB portals and products based on the UDS.
- VUSE VAPE** www.vuse.com/ae
Design weekly newsletters and banners for introduction of flavors and devices, and designing new pages for the website.
- DUBAI FIRST** www.dubaifirst.com/en-ae/
Redesigned the website featuring the cashback credit card.
- HSBC SAUDI (SABB)**
Enhancements of the SABB app user flows based on research and customer feedback. Maintenance of the app design, and creation of new journeys and screens to cater to new business requirements.
- 3ICH LOUBNAN**
Gamification design for a Lebanese lifestyle app to earn reward points which can be redeemed for discounts and offers at known brands.
- ALDAR PROPERTIES** www.aldar.com/en
Created the UDS based on atomic design system and iconography for the website.
- SAKANI — Ministry Of Saudi Housing**
Created the UDS for the website.
- JUNIOR UI/ UX DESIGNER** Sep 2018 - Dec 2019
Omnia Digital Agency
 - Developed an informed understanding of project needs by performing user research, conducting stakeholder interviews, completing competitive research and benchmarking
 - Collaborated with UX architects on wireframes, information architecture, and dynamic interactions
 - Developed graphics, illustrations, iconography and interactive mockups through InVision
 - Created adaptive mobile designs and UI style guides based on approved desktop designs
 - Sourced and maintained asset libraries and resized images based on optimal web preferences for the quickest load time
 - Consolidation of RFP decks and collaboration with various internal teams to finalize proposals

- ✉ www.henandesigns.com
- 📞 058 564 3995
- .linkedin www.linkedin.com/in/henan-rehman
- ✉ henan.ar786@gmail.com

SOFTWARES

- Sketch
- Figma
- Abstract
- Zeplin
- Invision
- Notion
- Trello
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom)
- Procreate
- Microsoft Office Suite
- WordPress
- Miro
- Jira

SKILLS

- UX Research
- Development Handover
- Unified Design System
- Style Guides
- Design Quality Assurance Reports
- Iconography
- Product Mockups
- Newsletters
- Illustration
- Social Media Collateral
- Poster Designing
- Working Knowledge Of HTML, CSS & Python

SOFT SKILLS

- Time Management
- Leadership
- Public Speaking
- Problem Solving
- Idea Articulation

EDUCATION

- **BACHELOR IN ARCHITECTURE**
Manipal University, Dubai
2015 - 2020
- **HIGH SCHOOL**
The Indian High School, Dubai
2013 - 2015

GULF TODAY	www.gulftoday.ae Designed sub-category illustrations to be used throughout the website.
TGT OIL	www.tgtiagnostics.com Created the design system for the website. Supported in designing the adaptive mobile screens to provide an optimized mobile user experience.
ADNOC - 2019 VERSION	www.adnoc.ae Designed the mobile screens and the illustrations for the website footer.
DUBAI SPORTS CITY	www.dsc.ae Created the design system for the website and designed the illustration on the 404 error page. Also, sourced and optimized images, and uploaded content on WordPress.
DIGITAL SERVICE MARKETPLACE (TRA)	www.marketplace.gov.ae/ Created the design system and iconography for the website.
INTERNATIONAL MEDIA INVESTMENTS (IMI)	www.internationalmediainvestments.com Designed the adaptive mobile screens for a seamless user experience.
ABU DHABI INVESTMENT OFFICE	www.investinabudhabi.ae Managed the client's assets and uploaded content to Sitecore.

- JUNIOR ART DIRECTOR** July 2018 - Dec 2018
Brandswise Media & Marketing

Designing kiosks for marketing events, mall activations and street fairs. Preparing client presentations and pitch decks.
Designing and curating the themes and branding for the decor for the outdoor events.

- GRAPHIC & UI DESIGNER** July 2018 - Aug 2018
Quikwork Recruiting App (Contract)

Designing an app for recruiting freelancers. Designed separate login journeys and screens for recruiters and for candidates.
Also, designed their bi-weekly marketing posts for a span of three months.

- GRAPHIC DESIGNER & TEAM MANAGER** 2011 - 2014
Formula 1 In Schools Technology Challenge

Designed the brand identity, logos, banners and uniform for the team. Prepared pitch decks for getting sponsorship. Helped the car designer with 3D modelling in 3DsMax. Managed a team of 6 and presented in front of a panel of judges in the Yas Marina Circuit, Abu Dhabi.

NOTABLE FREELANCE PROJECTS

• FINLLECT ILLUSTRATIONS	Designed illustration for the redesign of the app called 'Finllect', a finance related app targeting youth, to educate them about finance, budgeting, credit score etc.
• TREBLE GUESSING	www.songquiz.qa/login Designed screens for the song quiz game where users must guess the name of a song based on a short audio clip.
• CLAPPY BIRD	www.bit.ly/38pHMIU Designed the visuals for the clappy bird game, a challenging version of the flappy bird, where the movement of the bird is controlled by clapping.
• VETIFLY	Carried out market study and user research to design a website for booking helicopter service in Lagos, Nigeria. Designed the user flows, journey maps and visual styles for the website.

REFERENCES

AYESHA AZMI	ashooazmi@gmail.com
Senior Project Manager at Publicis Sapient	+971 58 182 2014
ERIK JACOBS	erikarth.jacobs@gmail.com
Design Manager at Publicis Sapient	+971 58 551 8918