

# Waleed Bin Malik

## UI/UX Product Designer & Developer

[www.waleedbinmalik.com](http://www.waleedbinmalik.com) Portfolio  
[www.linkedin.com/in/waleedmaalik/](https://www.linkedin.com/in/waleedmaalik/) LinkedIn  
+92 313 5009764 Phone  
[waleedmaalik@gmail.com](mailto:waleedmaalik@gmail.com) Email  
Rawalpindi, Punjab, 46000, Pakistan Address

Goal-focused UI/UX Product Designer with 9+ years of experience in turning the complex problems into classic but user-first designs. Currently working at [www.bayt.com](http://www.bayt.com), and received a 95% stakeholder satisfaction and completed several projects in resourcing, IT, e-commerce, and healthcare domains.

## Appreciations / Awards

- [Appreciated](#) for achieving a Telehealth product 10% before the targeted date, with expeditious team collaboration to facilitate patients remotely to avail healthcare services during the pandemic situation of COVID-19.
- Received kudos and had [promoted](#) to a senior position for achieving KPIs by 85%, exceptional management skills, and goal-focused behavior.

## UI/UX Skills

UX Research – UX Design – UI Design – Wireframing – Ideation and Brainstorming – A/B / Preference – Visual Communication – Data Analysis – Usability Testing – Prototyping – Personas – User flows – Design System – Design Thinking – User-Centered Design – Lean – Scrum – Hotjar – Google Analytics – Invision Freehand – Marvelapp – Adobe Suite – Figma – Artboard Studio

## Front-end Development Skills

HTML/CSS/JS Frameworks (Bootstrap) – Responsive Web Design – FontAwesome – Github – Browser Developer Tools

## Experiences

### Bayt.com

Senior UI/UX Designer

June 2022 – Present

- Optimized the user experience and user interface of a SaaS-based assessment web-app, so that candidate attempt the assessment easily and it will also help the recruiter to evaluate more candidate in less time.
- Designing a SaaS-based app for recruiters to manage the whole recruiting process, make it easier, and save a lot of time for recruiters, so that they work more productively.

### Wiseman Innovations LLC

UI/UX Designer & Developer

September 2019 – June 2022

- Updated 5 stars rated Google Chrome-based extensions to facilitate Nurses to analyze the patient records within their integrated EMR system, which increases the conversion rate by 15%.
- Implemented and managed cohesive design quality across a responsive web app with a user-centered design approach, where physicians examine patients remotely to save 100% on traveling costs.
- Optimized the UX of an iOS and Android app, where the patients record their vitals, which are observed by respective physicians seamlessly, which increased the retention rate by up to 50%.
- Collaborated and resolved UX obstacles through testing and iterations to improve the navigation of a responsive web app, which increased the engagement rate by up to 45%.
- Directed 4+ projects simultaneously in a fast-paced development environment to ensure the stakeholder's obligations were integrated into our development successfully.

- Created a 100% responsive mobile/tablet-enabled [EMR system](#) to assist physicians regarding appointments and store patient records in a single platform.
- Obtained 70% active downloads and increased the retention rate via revamped iOS & Android app named [Nuji](#) in which couples could administrate their relationship memories safely.
- Collected 1000+ new, including 40% active downloads in the very first half month of updating of an Android app named Weight Loss that educates the user about diet and fitness.
- Mentored 3 Designers to increase the productivity of the company and for individual growth also completed projects 15% faster than the targets on average.

- Designed an e-commerce web-app named [TechBazar](#), It allows users to compare prices before buying products, which increases user engagement by up to 30%.
- Overhauled my team to create a Facility Management App, in which users avail of handyman services easily with 0% spending on traveling costs.
- Spearhead the game development team, including defining diverse levels, and studying user behavior, we got a 40% increment of active users and gained new users up to 1000+ on average per month.
- Supervised project requirements to save 100% time to understand, generating UI, and Furnishing wire-frames/prototypes to explain UX and gain a better understanding.

- Formulate an e-commerce web portal named Fitin and get 60% more sales in 2 months by improving UX and sale strategy and providing the fastest delivery services.
- Established corporate identities (CI) to generate a 100% brand look to any consumer by providing branding services.

- Developed a WordPress website to demonstrate 3 Products, and 8 Travel & Tour services, and by improved marketing strategy, we increased in Alexa ranking to 30%.
- Created a very trustworthy platform in which the users were able to gain all the vital information about their travels and itineraries.

## Education

[View all](#)

Allama Iqbal Open University – Islamabad  
Bachelor in Science Computer Science (BSCS)

2016

Govt. Post Graduate College – Rawalpindi  
Intermediate Computer Science (ICS)

2010

Sacred Heart High School – Rawalpindi  
Matriculation

2008