

# Waleed Bin Malik

UI/UX Product Designer & Developer

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Goal-focused UI/UX Product Designer with 7+ years of experience in turning the complex problems into classic but user-first designs. Currently working at Wiseman Innovation LLC, and received a 95% stakeholder satisfaction and completed several projects in IT, e-commerce, and healthcare domains.

## Appreciations / Awards

- [Appreciated](#) on achieving a Telehealth product 10% before the targeted date, with expeditious team's collaboration to facilitate patients remotely to avail healthcare services under 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

### Wiseman Innovations LLC

UI/UX Designer & Developer

September 2019 – Present

- Updated 5 stars rated Google Chrome-based extensions to facilitate Nurses to analyze the patient's 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% traveling cost.
- Optimized the UX of an iOS and Android app, where the patients record their vitals, which are observed by respective physicians seamlessly, that increased the retention rate by up to 50%.
- Collaborated and resolved UX obstacles through testing and iterations to improve 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 integrated into our development successfully.

### PacSquare Technologies Pvt. Ltd.

Senior UI/UX Designer & Developer

March 2018 - September 2019

- Created 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 an iOS & Android app named [Nuji](#) in which couples could administrate their relationship memories safely.
- Collected 1000+ new, including 40% active download 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 ecommerce web-app named [TechBazar](#), It allows users to compare 2 product prices before buying.
- Overhauled my team to create a Facility Management App, in which users avail handyman services easily with 0% spending on traveling costs.
- Spearhead the game development team, including defined diverse levels, and studied user behavior, we got a 40% increment of active users and gained new users up to 1000+ on average per month.
- Supervised project's requirements to save 100% time to understand, generate UI, and Furnish 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 the 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