

Sohail Akhtar

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Summary

Results-driven UI/UX and Product Designer with 8+ years of experience in transforming complex problems into intuitive, user-centric designs that drive engagement and enhance user satisfaction. Adept at working across cross-functional teams, applying design thinking to deliver innovative solutions that meet both user needs and business objectives.

Portfolio

<https://ui-ux.pages.dev/>

Professional Experience

Independent UI/UX & Product Design Consultant

10/2023 - Present

- Enhanced delivery mobile app with a redesigned interface, increasing user interaction by 35% and conversions by 20% using Figma and A/B testing.
- Improved B2B project efficiency by 50% through design thinking and collaboration.
- Provided comprehensive UX/UI solutions for clients in Healthcare, LMS, and Finance, achieving a 95% client satisfaction rate.

UI/UX Designer

Tour Tech Top Ltd • Israel

11/2022 - 11/2024

- Delivered an end-to-end healthcare mobile app, improving patient management by 40%.
- Reduced user drop-off rate by 40% by implementing enhanced user journey mapping techniques.
- Improved product usability, resulting in a 25% decrease in user support ticket volume.
- Increased client conversion rates by 25% through improved UX design strategies.
- Designed a CRM system that boosted productivity, incorporating real-time user feedback to improve functionality.

UI/UX Designer

Swazei Inc • San Diego, CA

06/2021 - 11/2024

- Led UX/UI design for a point-of-sale system, optimizing user flows and boosting efficiency by 20% using Figma.
- Designed a customer loyalty mobile app, achieving a 15% increase in repeat users.
- Brainstormed and implemented innovative ideas for improving products and user experiences.
- Presented regular progress updates to stakeholders throughout the development process.

UI/UX Designer

E-medicare • Al-Khobar

03/2017 - 11/2024

- Developed a comprehensive style guide for E-Medicare, ensuring consistency in UI components.
- Redesigned the hospital management system, increasing user adoption by 30%.
- Debugged issues found during the testing phases, and necessary adjustments were made.
- Worked closely with project managers to meet deadlines and deliver high-quality products.

Freelance UI Designer

Self • Remote

12/2013 - 11/2024

- Redesigned responsive websites for startups, increasing engagement by 25%.
- Developed high-conversion landing pages and digital assets for clients.
- Maintained updated knowledge of industry trends and best practices in design principles.

Web Designer

Vehement Technologies Pvt Ltd • Kolkata, West Bengal

03/2008 - 11/2024

- Optimized websites for search engines using SEO best practices.
- Evaluated new web technologies to improve existing projects or recommend solutions for future projects.
- Helped manage a fast-paced software delivery model from within a complex development ecosystem.
- Led a team of 6 designers, monitoring junior designers and assisting in the hiring process, fostering a collaborative design environment.

Web Designer

Oriental Overseas Exports • Kolkata, West Bengal

09/2006 - 11/2024

- Updated design advice based on current web trends, technology changes, and style improvements.
- Conducted regular website maintenance, updates, and backups.

Technical Skills

User Research, User Personas, Design Thinking, Design Systems, Wireframing, Prototyping, Usability Testing, Problem-Solving, Interaction Design

Soft Skills

Problem-Solving, Cross-Functional Collaboration, White-Label Design Solutions, SaaS & B2B, Team Leadership

Design Skills

Figma, InVision, Framer, Adobe XD, Photoshop, Illustrator, Framer, Miro, Origami Studio, HTML5/CSS3, Bootstrap

Education

B.A.

Vinoba Bhave University

Web Design & Multimedia

Arena Multimedia