

# Mohammad Shahzeb

[Linkedin](#)

[mshahzeb.com](mailto:mshahzeb.com)

[shahzeb.gd@gmail.com](mailto:shahzeb.gd@gmail.com)

+966 58 369 5310

Al Madinah, KSA

## SKILLS

- Figma & Adobe Xd
- User Flows
- Design Sprints
- Information Architecture
- Wireframing
- Strategy Building
- Design Systems
- Branding
- Workshop Facilitation
- UX Writing
- Requirements Definition
- Interactive Prototyping
- Responsive
- Visual Communication
- HTML/CSS
- Research & Analysis
- Agile
- Collaboration
- Storytelling
- Empathy & Curiosity

## EXPERIENCE

### Sr. UX Designer

AZM X | عزم اكس (Al Rajhi), KSA

02/2023 - Present

- Guiding a key role in the redesign of the Al-Rajhi E-business and Portal app, achieving a 30% boost in user satisfaction.
- Spearheading the strategic implementation of multiple features, resulting in a substantial improvement in UX.
- Collaborating with the Poland team, utilizing user insights to drive design improvements, and reducing reported issues by 15%.
- Receiving consistent positive feedback and maintaining a 95% satisfaction rate from both clients and team members.

### Sr. UI/UX Designer

SharpVisions, KSA

03/2021 - 01/2023

- Translated user insights into engaging experiences, realizing a 40% increase in user satisfaction via IA schemas.
- Collaborated seamlessly with teams to deliver MVPs and refined end products, consistently meeting 90% of deadlines.
- Utilized a design-oriented perspective and technical expertise to create 100s of exceptional user interactions.
- Implemented effective methodologies, fostering collaboration with engineers, and crafting comprehensive style guides.

### UI/UX Designer

New Effect (Ltd.), UK Remote

08/2019 - 02/2021

- Conducted 10+ empathetic interviews with fin-tech users to identify pain and gain points.
- Maintained regular communication, contributing to the successful launch of many features within a 2-month timeline.
- Delivered 20+ design concepts, achieving 90% alignment with the tech team during deployment.
- Developed information architecture schemas to gain clarity into the cognitive processes of the target audience.

### UI/UX Designer and Researcher

Durshal (KPITB Govt.)

02/2019 - 07/2019

- Applied data from 30+ user interviews to create user flows, wireframes, and interactive prototypes.
- Conducted comprehensive branding, including logo design, mockups, social media posts, and textual elements.
- Played a vital role in A/B tests, contributing to a 90% satisfactory user experience.
- Contributed to the creation and maintenance of design documentation, style guides, and 100+ design assets.

### Jr. UI/UX Designer

ZamaSchool Ed-Tech Pvt (Ltd.)

06/2017 - 01/2019

- Collaborated on 10+ features with a senior designer to ideate and implement user-friendly design solutions for ZamaApp.
- Assisted in developing user flows, wireframes, clickable prototypes, and documented insights from interviews.
- Participated in 5+ comprehensive presentations for redesigned concepts and feature proposals.
- Iterated designs based on user feedback, contributing to continuous refinement and optimization of the user experience.

## EDUCATION

**BS Computer Science (3.39 CGPA of 4.00) 2015 - 2019**

University of Swat

## VOLUNTEERING CONTRIBUTIONS & ACHIEVEMENTS

- Received client acclaim for delivering an exceptional user experience in the 'Class of Change-makers 2018.'
- Secured a Top 5 placement in the KP Youth Innovation Challenge, pioneering innovative UI design solutions.
- Earned the prestigious 'SETA (Swat Emerging Talent) Award' for Emerging Creative Strategist in 2020.
- Championed the mentorship of junior designers at the New-Gen Academy.
- Volunteered as a UX consultant for Eco-Cultural Tourism, making a positive impact in a non-profit setting.
- Attained certification in UX Design from MSBM, showcasing advanced creativity and problem-solving skills.
- Guided the local marketing magazine team in developing effective branding and target approach strategies.
- Played a pivotal role in the successful redesign of the university student portal.
- Contributed significantly as a UX researcher for the Amduraft transport platform.

## INTERESTS

- Design Thinking Workshops
- User Psychology
- Design Challenges
- SaaS
- User-Centric Products
- Data Visualization
- Storytelling
- Banking & ERP Solutions
- Tech Conferences/Meetups
- Creative Writing
- HCI
- AI tools

## FIND ME

- Portfolio [Visit ↗](#)
- LinkedIn [Visit ↗](#)
- Dribbble [Visit ↗](#)
- Behance [Visit ↗](#)