

# MOHAMMAD SHAHZEB

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## SKILLS

### Strategy & Planning

Research & Analysis  
Ideation Workshops  
Requirements Definition  
Usability Testing  
Strategy Building  
Design Sprints

### Information Architecture

User Flows & Site Maps  
Wireframing  
Prototyping  
User Journeys  
Card Sorting

### Visual & Writing

Figma & Adobe Xd  
Typography  
Sketching  
Design Systems  
Branding  
Visual Communication  
Responsive  
Interactive Prototyping  
UX Writing

### Collaboration

Empathy & Curiosity  
Adaptability  
Agile + Kanban  
Storytelling  
Attention to Detail

### Technical

HTML/CSS  
Responsive Design Principles  
Front-end Development Awareness

## EDUCATION

### BS Computer Science

University of Swat  
(3.39 CGPA of 4.00) 2015 - 2019

## EXPERIENCE

**Sr. UX Design Consultant** — Alinma Bank, KSA (Xebia)  
01/2024 - Present

- Oversaw the creation of seamless and efficient user journeys that have reduced user friction by 30% and boosted task completion rates by 15% of Alinma's SME (iZ Business).
- Worked closely with Product Owners, stakeholders, and developers to improve project outcomes, achieving a 30% increase in efficiency.
- Conducted thorough user research and usability testing, leading to a 40% improvement in user engagement and satisfaction.
- Continuously refined and improved the design system, resulting in a 25% reduction in design inconsistencies and faster project turnarounds.

**Sr. UX Designer** — Al Rajhi Bank, KSA (AZM X عزم اكس)  
02/2023 - 12/2023

- Guided a key role in the redesign of the Al-Rajhi E-business and Portal app, achieving a 30% boost in user satisfaction.
- Spearheaded the strategic implementation of multiple features, resulting in a substantial improvement in UX.
- Collaborated with the Poland team, utilising user insights to drive design improvements, and reducing reported issues by 15%.
- Received 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 optimisation of the user experience.