MIRZA A. A. BAIG

GOOGLE-CERTIFIED UI/UX DESIGNER

📞 +91 8076553015   @ mbmirzabaig2@gmail.com   🔗 https://www.behance.net/mbmirzabai5841

SUMMARY

I am a Google-Certified UX Designer with over 13 years of experience creating innovative and user-friendly design frameworks for mobile and web applications. My expertise lies in enhancing user experiences through intensive user research and collaboration with cross-functional teams, resulting in successful projects for clients globally.

EXPERIENCE

Sr. UX Consultant
Data Nova India
📅 08/2021 - Present
Norway-based ERP MNC
- Enhanced user experiences by designing intuitive interfaces for complex enterprise software.
- Conducted user research, created wireframes, and implemented user-centric design principles.
- Focused on improving user satisfaction and productivity through innovative design solutions.

UX Designer
Hybrid Barcode Services
📅 01/2018 - 12/2021
India-based company specializing in barcode printing and scanning products
- Enhanced user interfaces for optimal efficiency and user satisfaction.
- Designed user-friendly applications that streamlined the barcode scanning process.

Sr. UI/UX Designer
Supra ITS
📅 01/2013 - 12/2018
Toronto-based IT services provider
- Crafted seamless digital experiences through user research, wireframing, and prototyping.
- Ensured products aligned with user needs and business objectives through iterative design cycles.

Website Designer
Rapidsoft Systems Pvt. Ltd.
📅 01/2011 - 12/2013
New Jersey-based IT services firm
- Focused on creating games and applications as a web designer.
- Honed design skills, blending creativity with functionality.

EDUCATION

Bachelor of Science (ZBC)
University of Lucknow
📅 07/2004 - 08/2008

KEY ACHIEVEMENTS

💎 **Redesigned Enterprise UX**
Increased user satisfaction by 30% through effective redesign of enterprise software interface.

💎 **Optimized Scanning Efficiency**
Improved application efficiency by 40%, enhancing barcode scanning process.

💎 **Accelerated Prototyping Process**
Achieved 50% faster prototyping cycles, increasing design productivity and client project completion rate.

💎 **Enhanced Game Designs**
Boosted website engagement by 25% via innovative gaming designs.

STRENGTHS

⭐ **Creative Problem Solver**
Skilled at diverging from UX norms without alienating users.

💙 **User-Centric Designer**
Ceaselessly focused on user-centric design decisions.

LANGUAGES

English
Native   ●●●●●

Hindi
Native   ●●●●○

SKILLS

Customer Experience	Agile Methodologies
Angular	CSS	Design Thinking	SAAS
ERP Systems	HTML	Javascript
UI/UX	Usability Testing	User Research
Prototyping	Wireframing