

Umair Shaikh

Ux/UI designer | Ux researcher | Architect

+1 437 557 7560
Info@madebyumair.net
Toronto, Ontario
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An architect turned UX/UI designer with over 3 years of design experience passionate about creating seamless digital experiences. I always try to bring a unique perspective to UX design, combining my architectural expertise in spatial design and user-centric approach to deliver intuitive and visually compelling digital solutions.

Work Experience	<div><div>Ux Designer & Website Builder</div><div>Forester Farms India.</div><div>December 2022 - present</div><div><ul style="list-style-type: none">Designing (Still in development) and building an e-commerce website for Forester Farms using the Wix editor, enabling them to sell their organically grown food products by creating a user-friendly interface with intuitive navigation to enhance the shopping experience. Also implemented SEO principles to optimize search engine visibility and used Google Analytics to track and report website performance.</div></div> <div><div>Ux Consultant</div><div>Alfaaz Theatre productions India.</div><div>September 2022 - January 2024</div><div><ul style="list-style-type: none">Led the design / development of a website and mobile app for Alfaaz Theatre Production, which aims to offer users an immersive platform to stream theatrical plays.Designed and built a waitlist campaign website using the website builders by Creating compelling visuals, ensured seamless navigation, optimized the website for performance and accessibility on desktop and mobile screens which successfully engaged the target audience, generating excitement for upcoming releases by the client. Also collaborated with the marketing team to create digital assets for campaigns.Created an Interactive website which hosted the company's pilot play which had interactive features, video playback & payment gateway incorporated with a captivating visual experience for the users.</div></div> <div><div>Jr. Architect</div><div>Avant Builders India.</div><div>June 2021 - July 2023</div><div><ul style="list-style-type: none">Developed designs based on building codes such as DCR & NBC regulations, ensuring designs meet the highest standards of safety and efficiency and demonstrated proficiency in using software tools like Autocad, archciad & sketchup to produce detailed architectural drawings, 3d renders & presentations.</div></div> <div><div>Architecture Intern</div><div>T.N Hasan India.</div><div>November 2019 - April 2020</div><div></div></div>
Awards	<div><div></div><div><ol style="list-style-type: none">Best UX/UI Design & prototype (Interactive Media Management - George Brown College 2024)Best UX Research & Visualization (Interactive Media Management - George Brown College 2024)</div></div>
Skills	<div><div></div><div>Information Architecture, Rapid Prototyping, Sketching, Wire framing, Affinity Diagram, Usability Testing, User Research,SEO Principles, Website Analytics (Google Analytics), Digital Marketing Campaigns, Email Marketing, Information Architecture, Design System & Style Guides, Data Analysis, A/B Testing, Journey Mapping, Competitive Analysis, Visual Design, User centered design principles, 3D Modelling, Experience in web and mobile product design, Experience with digital product design and websites, Also proficient at Front End Development and coding. (understands HTML, CSS & Java script and it's Limitations)</div></div>
Softwares	<div><div></div><div>Figma, Maya 3D, Photoshop, Premiere Pro, AutoCAD, Sketchup, Adobe AE, V-ray, Spline 3D, VS-Code, ArchiCAD, Haiku Animator.</div></div>
Education	<div><div><div>Interactive Media Management</div><div>George Brown College.</div><div>2023-2024</div></div><div><div>Google UX design Certificate</div><div>Coursera professional certificate</div><div>2022</div></div><div><div>Bachelors in Architecture</div><div>Rizvi College of Architecture</div><div>2015 - 2021</div></div></div>
Certification	<div><div><div>Licensed Architect - Council of Architecture</div><div>2021</div></div><div><div>Ux Design Professional Certificate - Coursera</div><div>2022</div></div></div>