



Arif Samad

Product Designer – Trainer & Mentor



UX Designer with 15+ years of experience in design, I enjoy solving complex business problems with attractive and intuitive design solutions based on user needs and business goals. I design thoughtful digital experiences that are beautiful and enjoyable

WORK EXPERIENCE

Sr. Manager – Head of UX Design @ Softoo.co

May 2023–Present

I am responsible for:

Design strategy: Collaborating with senior leadership to align company goals with user-centric design vision.

User research: Conducting thorough research to understand end-users' needs and inform the design process for tailored solutions.

Design standards: Establishing and maintaining design standards to ensure consistency and usability across all products and services.

Design leadership: Providing mentorship and guidance to the UX team, fostering their growth and delivering high-quality work.

Design execution: Collaborating with the product team to implement designs accurately and meet user experience standards.

Product Designer/Design Lead @ Airlift Technologies

September 2019–July 2022

Being a Product designer i set design requirements based on information from internal teams and user research. Perform research on product technologies and structures to implement into design concepts. I help business team to Identify product improvement opportunities. I work closely with product engineers to suggest improvements for products and processes and present product design ideas to cross-functional teams and senior leadership

UI Strategist @ Nebras Enterprise Business Solution

January 2017 – December 2017

As UI Strategist my core responsibility was to implement Hosted web based ERP User Experience. I did research based user experience and manage content adaptations. Help marketing team to developed/maintained brand identities/ design concepts. I Design IA for NEBRAS and other Products.

Sr UI Designer @ Good core soft (sdn, bhd)

May 2014 – December 2016 , August 2018 – June 2019

As UI Designer my responsibility was ito design Web and mobile apps, including SAAS apps and Internal Apps for Malaysian Govt. Ministries. Help marketing team to developed/maintained brand identities/design concepts. Manage Multiple projects at a time with different teams.

Lead UI/UX @ LN Technologies

September 2013 – April 2014

As Lead Designer I was responsible to ensure the smooth transaction between design and development teams. Help marketing team to developed/ maintained brand identities/design concepts. Manage Multiple projects at a time with different teams.

Sr. UI/UX @ Salsoft Technologies

September 2012 – August 2013

I was responsible to create intuitive yet engaging UX for multiple projects including web and mobile apps. Worked on HTML4/5 and CSS2/3 as a UI Developer

Sr. UI/UX @ Thobson Technologies

November 2009– July 2012

I developed / maintained brand identities for 100s for brands. I also be the part of UI dev team to maintain responsive web layouts.

Web Deisgner • Rightclick

August 2008– July 2009

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TEACHING EXPERIENCE

Visiting Faculty in IVS – Indus Valley School of Art and Architecture

Present

Visiting Faculty in FAST–NUCES Karachi

Present

Visiting Faculty in CEP – Sir Syed University of Engineering & Technology

September 2014 – March 2019

EDUCATION

Muhammad Ali Jinnah University

MBA – Marketing Management

SKILLS

Affinity Diagramming
Persona Development
Information Architecture
Wire framing & Visual Design
Interactive Prototyping
Design Sprint

CERTIFICATIONS

IBM Design Thinking

IBM

MCP (Microsoft Certified Professional)

Microsoft

ONLINE

www.arifsamad.com

www.behance.net/arifsamad

www.dribbble.com/arifsamad