

# Syed Murtaza Ishaq

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## SUMMARY

Highly motivated and results-oriented Google Certified UI/UX Designer with 5 years of experience crafting user-centric interfaces that drive engagement, conversion, and business success. Proven ability to manage projects from conception to completion, ensuring adherence to deadlines and budgets. Skilled in UX research, prototyping, testing, and collaborating effectively with cross-functional teams. Master's degree in Project Management with Canadian equivalency and professional certifications in Project Management, UX Design, Scrum Mastery, and digital Marketing demonstrate a commitment to continuous learning and professional development. Seeking a challenging opportunity to leverage my design expertise and project management skills to create impactful user experiences and contribute to the success of a dynamic team.

## Key Achievements:

- 1. Increased User Engagement:** Increased user engagement by 25% through a redesigned onboarding experience featuring interactive tutorials and personalized recommendations. Resulted in 10% higher conversion rates for new users and a 5% boost in customer retention.
- 2. Streamlined Project Delivery:** Delivered 3 high-impact projects on time and within budget using an Agile methodology with sprint planning and iterative development. Improved team efficiency by 20% and saved the company over \$15,000 in project costs.
- 3. User-Centered Design Success:** Redesigned a confusing product search function based on user research, leading to a 15% reduction in user errors and a 20% increase in user satisfaction scores. Improved user experience, boosted brand reputation, and increased product sales by 8%.
- 4. Cross-Functional Collaboration:** Led a team of 5 developers, 2 marketing specialists, and 1 stakeholder to develop and launch a new mobile app within a tight deadline. Fostered effective communication and collaboration, overcoming challenges and achieving the project goal on time and within budget.
- 5. Continuous Learning:** Earned a Google UX Design Professional Certification to further my understanding of user-centered design principles and best practices. Demonstrates a commitment to professional development and staying ahead of industry trends, making me a valuable asset to any team.

## 5 YEAR WORK EXPERIENCE

Date: **Jan 2024 and present** *Job title: Lead UI/UX Designer* at **SMI Digital Studios Islamabad, PK**

- Designed and developed high-fidelity prototypes for web and mobile applications, increasing user engagement and conversion rates for a client based in the UAE.
- Implemented design best practices and maintained UI consistency across all digital platforms.

Date: **Jun 2023 – Dec 2023** *Job Title: UI/UX Designer* at **GroNow Marketing Remote, USA**

- Designed and improved the user interface of their Shopify store brand, Luxwatch bands, resulting in an 80% increase in user interactivity and engagement.
- Conducted user research on the existing company products to identify user pain points.
- Improved the User Interface of their existing websites resulting in improved user engagement and optimized Google ads performance.

Date: **Aug 2018 – May 2023** *Job Title: UI/UX Designer* at **Xplor Enterprises Islamabad, PK**

- Designed and implemented user interfaces for Xplor ERP app, SMI Foundation app, Xplor Motors Website, etc.
- Conducted user research and usability testing to improve user experience
- Collaborated with cross-functional teams (e.g., developers, product managers) to ensure successful project delivery
- Managed project timelines, budgets, and resources
- Quantifiable achievement: [e.g., "Increased user engagement by 20% through a redesigned navigation system"]

## EDUCATION

**2014-2016 Masters (CES IRCC# CIC-000068312-IMM) Bahria University Islamabad, PK**

## RELEVANT SKILLS

### *Technical Skills:*

- UX Design: Figma, Sketch, Adobe Creative Suite, Prototyping tools (e.g., InVision, Proto.io)
- Project Management: Agile methodologies (Scrum, Kanban), MS Project, Jira
- Data Analysis: Google Analytics
- SEM: Advanced SEO and Google Ads (PPC Expert)

### *Soft Skills:*

- Communication: Excellent written and verbal communication skills
- Teamwork: Collaborative and team player, fostering effective communication and problem-solving within diverse teams
- Leadership: Proven ability to lead and motivate others
- Creativity: Strong problem-solving skills and a passion for innovative solutions

### ***Languages:***

- English: Native
- Urdu/Hindi: Native

### ***PROFESSIONAL CERTIFICATIONS***

Google UX Design Professional Certificate (Credential ID V9FV57PPJQ7P)  
Google Project Management Professional Certificate (Credential ID 2UKB76BCDKAQ)