

#### Skills

- User Research
- Design Thinking
- Storytelling
- Lean UX
- Wireframing
- Visual Design
- Prototyping
- Problem solving

#### Toolkit

- Sketch
- Adobe XD
- Figma
- Invision
- Mural

#### Certifications



#### UX Certification,

Neilson Norman Group Nov 2022

#### **IBM Credentials**

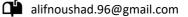


# Alif Noushad

### UX Designer, IBM iX Studio, Dubai

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## **Experience**

User Experience Designer, IBM iX Studio, Dubai, UAE

Dec 2020 - present

- Iteratively design functional and beautiful digital products. Starting from user research, discovery, wireframes and prototypes, high-fidelity interface design to user-testing.
- Conduct Qualitative and quantitative research, synthesis research, create multiple design thinking assets with research outputs and reflect this in wire framing and prototyping journey with design best practices.
- Use multiple design prototyping techniques and strongly follow UX principles and standard methodologies including information architecture, user flow diagrams to high fidelity interactive prototype.
- Test assumptions and findings through usability testing and iterative design process incorporating feedback.
- Collaborate with design partners and developers throughout implementations to ensure the design is shipped with high-quality.
- Presenting the design to clients and team with storytelling, that can influent outcomes.

## UI UX Designer, Index Holdings, Dubai, UAE Sep 2020 - Nov 2020

- Designing and developing INDEX's prime new project of news aggregator website. The website gathers most recent and popular news from different sources all over the world
- Collaborated with the business team and proposed an intuitive user flow to improve user experience and validated design ideas through research.

#### UX Engineer, Factset Research Systems, Hyderabad, India June 2018 - Dec 2019

- Improved the product by designing and developing a new search mechanism for the users improving the usability which showed an improvement in collection time.
- Launched quality research search tool by planning, designing and developing Vue JS website which provided better access for users to QR tools and data.

# **Education**

**Bachelor of Technology in Computer Science and Engineering** Model Engineering College, Kerala, India Aug 2014 - June 2018