






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

Skills

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

Toolkit

- Sketch
- Adobe XD
- Figma
- Invision
- Mural

Certifications



UX Certification,
Neilsen Norman Group
Nov 2022

IBM Credentials

