



# Mirza Irfan Baig

SENIOR UI/ UX DESIGNER  
DUBAI, UAE

+971 55 9533570  
www.mirzau.com  
mirzau@gmail.com  
www.behance.net/mirzairbaig



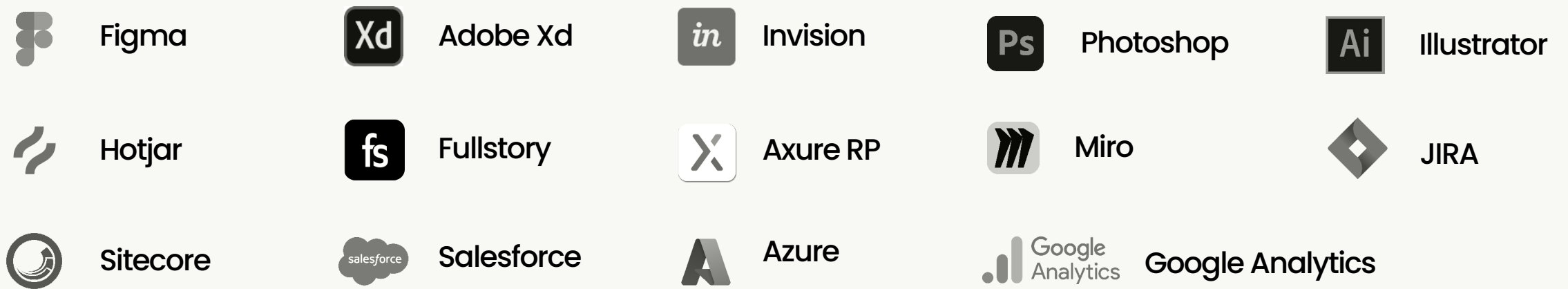
## Career Summary

Multi-talented product designer based in Dubai with 14 years experience in wireframes, prototyping, user experience research, user experience strategy, and executing user experience designs. Demonstrated proficiency in using empathy and science to support product design.

### Skills

- Wireframes
- Usability Testing
- Service Design
- Scenario Design
- Prototype
- Customer Journeys
- Interaction Design
- Storytelling
- User Research
- Design System
- Design Strategy
- Data Analytics
- Workshop Facilitation
- Interactive Prototype
- Information Architecture (IA)
- Project Management

### Tools & Softwares



## Education

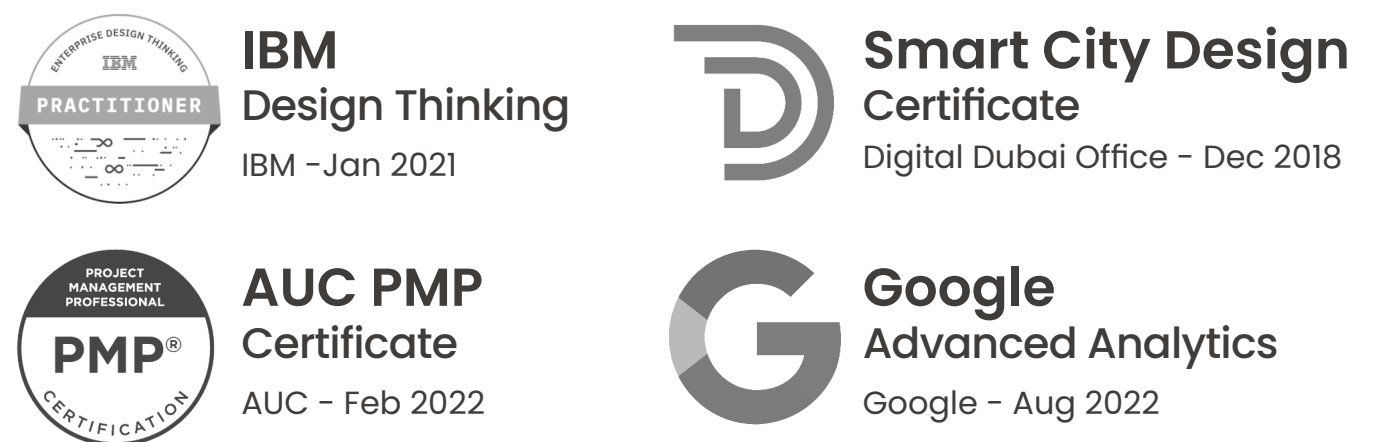
### Bachelors in Computer Science (BS)

Sirsyed University of Engineering & Technology  
Karachi, Pakistan | 2002-2005

### Language

English Urdu Arabic (Read)

## Certifications



## Awards & Achievements

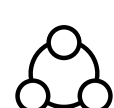


## Strength



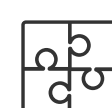
### Data-Driven Design

Utilized user data to increase conversion rates by 25% on a recent project.



### Collaboration

Worked closely with cross-functional teams to ensure design solutions aligned with business goals



### Problem-Solving

Successfully tackled complex design challenges to deliver innovative and user-friendly products.

# Work Experience (+14 years)

## Senior Product Designer

April 2020 - Present



**House of Comms**  
Dubai, UAE

Collaborated with cross-functional teams to design intuitive and visually appealing web and mobile applications. Conducted user research and created wireframes and prototypes resulting in a 30% increase in user engagement.

- Led visual design of new website/ mobile application from ideation to launch
- Collaborated with developers to ensure design specifications were met doing proper handover to Dev teams.
- Conducted user research to understand user needs and goals, also monitor the data analytics and create quarterly report.
- Created wireframes and prototypes to do the interactive prototype to test on actual users and stakeholder
- Designed intuitive and visually appealing web and mobile applications resulting in a 30% increase in user engagement

## Senior UI/ UX Designer

October 2017 - November 2019



**Smart Dubai Office**  
Dubai Government, UAE

Conducted user research to understand user needs and created wireframes and prototypes to test design hypotheses. Collaborated with developers to ensure design specifications were met resulting in a 20% increase in user engagement. Formalized a team within Central Design to deliver a distributed-yet-centralized Design System. Defined the roadmap roles and responsibilities, and ways of working. Developed a culture of contribution in order to scale.

- Conducted user research to understand user needs and goals
- Created wireframes and prototypes to test design hypotheses
- Collaborated with developers to ensure design specifications were met resulting in a 20% increase in user engagement

## UX Manager (Smart City Platform)

October 2016 - October 2017



**Du Telecom**  
Dubai, UAE

As a Product Designer, Involve creating logical data models for the solutions, assisting in the resource planning process, and making important tradeoff recommendations between functionality, resources, and timing. Lead the design and testing phases, including the design and testing of prototypes and responsible for orchestrating and sign-off on acceptance test results to ensure design integrity.

- Creating personas, user flows, wireframes, prototypes, usability analyses, storyboards, scenarios, and conducting A/B testing UCD
- Implement mobile-first and responsive design methodologies to deliver experiences for smartphones and tablets.
- Working on an agile methodology, you will create sprints and manage the workload.
- Collaborate on projects with system architects, data scientists, and engineers, focusing on creating intuitive user designs

## Senior UX Designer

March 2015 - September 2016



**IXFocus**  
Dubai, UAE

Collaborated with cross-functional teams to design intuitive and visually appealing web and mobile applications. Conducted user research and created wireframes and prototypes resulting in a 30% increase in user engagement.

- Led visual design of new website from ideation to launch, working on personas, user flow diagram, UX research
- Collaborated with developers to ensure design specifications were met, User Interview and Feedback
- Conducted user research to understand user needs and goals, Monitor the performance GA Analytics
- Created wireframes and prototypes developed the interactive prototype to test on actual users.

## Senior UI/ UX Designer

January 2006 - March 2015



**Affivix Digital**  
Karachi, Pakistan

As a senior UX Designer, Involve creating logical data models for the solutions, assisting in the resource planning process, and making important tradeoff recommendations between functionality, resources, and timing. Lead the design and testing phases, including the design and testing of prototypes and responsible for orchestrating and sign-off on acceptance test results to ensure design integrity.

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# Projects

**+100**

I have delivered successful more then +100 projects and still counting with improved return on investment and have impacted the lives of millions of people.

Cleveland Clinic Abu Dhabi	Mubadala Health	M42 Healthcare	More Cravings - App
ENOC Women in Energy	ENOC Expo 2020	ENOC Insider	ENOC Website
Emarat Website	ICLDC Website	HealthPoint	Capital Health
United Hospitality Management	Vivium Holdings	HealthPoint	www.seven.sa
Smart Employee - App	Dubai Careers - App	DubaiNow - App	Apparel Group

# Project Completed

