

ARIF PATHAN

Senior UI/UX Designer

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SUMMARY

I am a user experience professional skilled in decoding and analyzing business requirements. With significant experience in creating detailed wireframes, high fidelity mockups, and prototypes for diverse domains, I excel in teams operating within Agile environments. My strong communication and collaborative skills lead to effective outcomes in projects that prioritize user-centered design.

EXPERIENCE

Freelance UX Designer

Self Employed

07/2023 - Present

I am responsible for providing the best user experience for B2B and B2C applications, including mobile and web platforms, in the financial services, insurance & Construction domains.

Sr. UX/UI Designer

Thinkproject

03/2025 - 06/2025

Construction Domain Company

- Enhanced user satisfaction by {15%} by optimizing UI design and ensuring consistent accessibility across {3} prototypes.

Sr. Consultant

Capgemini

08/2018 - 06/2023

A global consulting and technology services company.

- Improved solution design efficiency by {20%} by collaborating with {5} product owners, BA, and architects.
- Enhanced solution effectiveness by {30%} using the Design Thinking process to identify and define problems.
- Experience working with project teams to implement overall UX strategy.
- Supporting developers for providing Assets and design specifications for development.

Sr. Visual Designer

Silicus Technologies India Private Limited (Infogain)

03/2015 - 08/2018

A technology company delivering solutions in innovative software development.

- Produce UX and design deliverables: Screen designs, visual elements, Low Fidelity wireframes, detailed process flows.
- Improved app usability by {20%} by developing HTML pages using Bootstrap, Ionic, and Materialize frameworks.
- Good understanding of iOS (HIG), Android (Material Design) and other mobile platforms.

Associate Creative Designer

Vidushi Infotech

06/2012 - 02/2015

A company specializing in web and graphic design services.

- Increased client satisfaction by {20%} by creating tailored website concept designs for {15} clients.
- Responsible for designing Logos, advertisements, brochures, and online graphic.
- Design with standards-compliant code with emphasis on browser compatibility.

Web & Graphic Designer

Universe Technology Solutions

08/2011 - 06/2012

A web development company offering services to create and manage online presence.

- Planning, design and implementation of complete websites.
- Improved user engagement by {30%} by designing {5} responsive landing pages and {20} email templates.
- Creating artwork for short and long-term projects.

CERTIFICATION

Google UX Design Specialization.

Coursera Jun 2025 - Jul 2025

Human-Computer Interaction

Interaction Design Foundation Jul 2020 - Sep 2020

User Experience – The Beginners guide

Interaction Design Foundation Jul 2020 - Feb 2021

Web Design for usability

Interaction Design Foundation Jul 2020 - March 2021

Mobile User Experience Design

Interaction Design Foundation Jul 2020 - Feb 2021

Accessibility – How to design for all

Interaction Design Foundation July 2020 - May 2021

Enterprise Design Thinking Practitioner

IBM May 2024

SKILLS

Product discovery

UX research & testing

Customer journey mapping

Information architecture

Wireframing

Prototyping

Visual design

Illustration

Interaction design

Design system

Design sprints

A/B testing

User flow

TOOLS

Figma

Proficient



Adobe XD

Advanced



Sketch

Advanced



Adobe Creative Suite

Intermediate



Invision

Proficient



Confluence

Advanced



Jira

Advanced



Zepline

Advanced



UX Pilot

Advanced



Ballpark

Intermediate



EXPERIENCE

Web Designer

Shriameyasoft

02/2011 - 08/2011

A firm providing tailored web solutions for various clients.

- Planning, design and implementation of complete websites.
- Increased user engagement by {15%} by designing site structure and landing pages.

EDUCATION

Bachelors’ degree in Applied Arts

Abhinav Kala Mahavidyalaya

07/2005 - 03/2010

AWARDS

Star of the Month
For Outstanding Contribution in design with Infogain 2016

Wild Life India Photography Awards
Nominated in Top 100 by Better Photography Magazine in 2017

Maharashtra kaleidoscope
Special Mention in Wild life Category in 2017

For the love of Food
Special Mention in Food Photography Category in 2020

PROJECTS

HSBC Mobile App Case Study

08/2018 - 01/2021

<https://www.behance.net/gallery/197074299/Treasury-Mobile-App>

Mobile app case study for HSBC focusing on user interactions and functionalities.

- Enhanced user experience for {5} key journeys, resulting in {\$2 million} increase in customer satisfaction revenue.

BCBSLA Insurance Portal

02/2021 - 12/2022

<https://shorturl.at/z2Ze6>

Worked on Blue Cross and Blue Shield of Louisiana Association’s insurance management portal.

- Improved user engagement by {30%} by redesigning insurance portal interface.
- Enabled users to manage insurance history, claim insurance, and opt for various insurance types.

Swiss Re Group

01/2022 - 03/2023

Part of the design team at Swiss Re, creating user interfaces that improve resilience in insurance services.

- Developed reinsurance solutions, resulting in a {30%} increase in user engagement.

Think project

03/2025 - 06/2025

Work on design system in construction domain for their product, build persona & User flow for asset owner, manager, worked on BIM model workflow.