# 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**

**m** 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 discove	ery UX i	UX research & testing		
Customer journ	ey mapping	<u> </u>		
Information architecture		Wireframing		
Prototyping	Visual des	ign _	Illustration	
Interaction desi	gn Des	ign syst	em	
Design sprints	A/B test	ting	User flow	

# TOOLS

10020	
<b>Figma</b> Proficient	••••
Adobe XD Advanced	••••
<b>Sketch</b> Advanced	••••
Adobe Creative Suite Intermediate	••••
<b>Invision</b> Proficient	••••
<b>Confluence</b> Advanced	••••
<b>Jira</b> Advanced	••••
<b>Zepline</b> Advanced	••••
<b>UX Pilot</b> 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

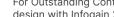
**=** 07/2005 - 03/2010

### **AWARDS**



### Star of the Month

For Outstanding Contribution in design with <u>Infogain</u> 2016





### Maharashtra kaleidoscope

Special Mention in Wild life Category in 2017



### **Wild Life India Photography Awards**

Nominated in Top 100 by Better Photography Magazine 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

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.