SYYED AYAZ

UX/UI Designer

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Summary

Over three years of experience in UX/UI design, specializing in crafting intuitive digital experiences for web and mobile platforms. Expertise spans **user research, ideation, wire-framing, prototyping, visual design, and usability testing**, focused on delivering solutions that meet user needs and business objectives. Successfully **increased user engagement by 15-20%** through thoughtful design approaches and excels in **collaborating with cross-functional teams** to bring innovative ideas to life.

Work Experience

Senior UX Designer
📅 Oct 2023 - Present

RenewBuy.com (D2C Insurance Broking Pvt. Ltd.) | Gurugram, Delhi NCR - India

- **Led the design** of multiple impactful projects, including Consumer App, Consumer Website redesign, New Consumer Dashboard, Motor Insurance Journey, RB Sathi (B2B) App redesign, and Partner Portal App & Website (B2B), achieving an **average growth of 10-20% in user engagement** post-launch.
- Conducted design testing using AI tools to evaluate prototypes, **improving user satisfaction by 15%.**
- Applied **generative AI** for brainstorming sessions, **reducing ideation time by 20%** and delivering creative solutions.
- Conducted **UX audits and competitive analysis** to enhance platform usability and customer satisfaction.
- **Collaborated with cross-functional teams** to align design solutions with business goals, **improving user retention metrics.**

UX/UI Designer
📅 Jun 2022 - Oct 2023

MoneyWide (PolicyBazar Group) | Gurugram, Delhi NCR - India

- **Managed end-to-end design projects**, overseeing the creative direction.
- Created and managed a **unified design system** to keep the brand consistent across platforms like websites and apps.
- Conducted **user research** to learn what users need and want from the product.
- Performed **usability testing** to spot and fix problems in the design.
- **Improved product experiences** by using feedback and test results to make things better for users

UX/UI Designer
📅 Feb 2022 - Jun 2023

Design Agency (Freelancing) | Nagpur, Maharashtra - India

- Worked with diverse clients, including startups and small businesses, on **web and mobile design projects.**
- **Tailored designs** to meet each project's specific needs.
- Conducted **user research** to understand requirements.
- Created **prototypes** to test and refine the designs.

Skills

- **Design Tools:** Figma, Sketch, Miro, Adobe Illustrator, and Adobe XD

- **UX Research:** User Research, Competitive Analysis, Journey Mapping, Heuristic Evaluation, UX Audit, Usability Testing, AI-powered analytics, Hotjar

- **Design Process:** Ideation, Wire-framing, Prototyping, Design System, Iterations, Design Testing Through AI, Agile Collaboration, AI-Powered Design (UX Pilot, DALL-E), Cross-Team Collaboration.

Certification & Education

Full Stack UX/UI Designer Certification
📅 Jul 2021 - Feb 2023

Design Shift by Masai School | Bengaluru, Karnataka - India

Completed an intensive **7-month UX/UI design program** at Masai School, where learned to craft digital experiences that put users first. Through **hands-on projects**, built skills in **user research, wire-framing, prototyping,** and **creating design systems**—all brought to life with tools like **Figma, Sketch, Miro, Illustrator.** This experience showed me how thoughtful design can solve real problems, blending user needs with business goals.

B.Tech in Computer Science (Incomplete)
📅 Jun 2014 - Jul 2016

Anjuman College of Engineering & Technology | Nagpur, Maharashtra - India

Enrolled to develop expertise in **technology and problem-solving**. Although not completed due to personal circumstances, the experience provided a **strong technical foundation** that inspired my transition into UX design.

Portfolio

Explore my work at **ayazz.pro**, featuring a mobile app & web experience redesign that boosted user engagement with intuitive navigation and accessibility enhancements.

Honors & Awards

RB Synergy Award
📅 JAS 2024 & JFM 2025

RenewBuy.com | Gurugram, Delhi NCR - India

Honored to receive the **RB Synergy Award**, presented by the CEO, in recognition of my **outstanding teamwork and innovative contributions** to project implementation during the quarters of **July–September 2024 and January–March 2025.**

Stellar Performer of the Year
📅 Jan 2023

MoneyWide (PolicyBazar Group) | Gurugram, Delhi NCR - India

In 2023, received a **Stellar Performer certificate** from MoneyWide in recognition of my exceptional **design performance and commitment.**