# Asif Ali B

asif.b.arch@gmail.com | + 91 9789188593

**UI/UX Designer | Indian | Male**    #305, TVS Avenue 38th St, Anna Nagar West Extn, Chennai

## FORMAL EDUCATION

| **COLLEGE OF ENGINEERING GUINDY, ANNA UNIVERSITY** | **Chennai, India** |
|---|---|
| **B.E. in Industrial Engineering; CGPA 6.8/10; 68%** | **2014-2018** |

- *Project*: Executed a project on the analysis of viewers preferences on the TED talk conferences
- *Internship*: Effort & Ergonomics Index Mapping - Ashok Leyland Ltd (Unit-1 Plant, Hosur)

| **SLB HIGHER SECONDARY SCHOOL** | **Kanyakumari, India** |
|---|---|
| **Higher Secondary Certificate; Cut-off Marks 196.75/200; 98%** | **2014** |

- Awarded for securing highest engineering cut-off marks in the school
- Secured School First Rank in Mathematics (200/200)

| **KUMARI MATRICULATION SCHOOL** | **Kanyakumari, India** |
|---|---|
| **Secondary School Leaving Certificate; Marks 470/500; 94%** | **2012** |

- Class Representative & Been in the Top 1% of the students in the school

## DESIGN EDUCATION

| **UXMINT, Design Research Academy** | **Chennai, India** |
|---|---|
| **Advanced UI/UX - User Interface, User Experience, Design & Research** | **June 2018-Dec 2018** |

- Designed an app called '*SpoHub*', a digital platform for the Sports Community connecting sportspersons & trainers
- Ideated & designed a FinTech platform for elderly people focusing specifically on trust creation & ease of usage
- *Coursework*: Design Fundamentals | Design Thinking | User Research | Design Strategy | Product Design | Tools & Languages | Digital Experience Design | Visual Communication Design | Information Architecture | Usability Testing

| **NODE by National Institute of Design, Ahmedabad** | **Online** |
|---|---|
| **Design Fundamentals** | **2018** |

- *Coursework*: Intro to Design | Design Fundamentals | Form | Colour | Composition | Geometry & Applications

| **INTERACTION DESIGN FOUNDATION (IDF)** | **Online** |
|---|---|
| **30+ Courses to cover the Entire Spectrum of UX Design** | **2019** |

- Ivy-League Level Design Education Courses in Self-Paced Online Format
- Active Member of Interaction Design Foundation - Chennai Community

## WORK EXPERIENCE

| **Cyces Technologies,** | **Chennai, India** |
|---|---|
| **UI/UX Designer** | **July 18-Dec 18** |

- Single-handedly researched, ideated & designed a Social Media App '*Filmak*' for Film industry from the scratch
- Created a Responsive Design for the app using High-Fidelity Wireframe & Integrated both B2B & B2C verticals
- Reported directly to the CEO & Worked closely with the Product Development & Business Development teams
- Managed Clients; Led & Strategised the design & content deployment;

## TOOLS, SKILLS & LANGUAGES

| | |
|---|---|
| **Tools** | Adobe XD | Adobe Illustrator | Photoshop | Figma | Invision | Google sketchup | Google Suite | MS Office |
| **Skills** | Tech Savvy | Interpersonal | Teamwork | Communication | Leadership | Management | Research |
| **Languages** | Fluent in English | Native Tamil Speaker | Arabic (Read) |

## INTERESTS

| | |
|---|---|
| **Interests** | Design Thinking | Design Psychology | Responsive Design | Interaction Design | Growth Driven Design Graphic Design | Logo Design | Usability Testing | Information Architecture | 3D Art | Google Analytics | | Sketching | First Principles Thinking | e-Learning | Technology & Gadgets | Psychology |