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Education

BACHELOR OF ENGINEERING

2007–2010

ECE - Electronics and
Communications
Engineering.

Dhanish Ahmed Engineering
Collage, Anna Univercity,
Chennai. Tamil Nadu, India.

Diploma Engineering

2005–2007

DEEE - Diploma in Electrical
and Electronics.

Aandavar Polytechnic Collage,
Gobichettipalayam, Tamil Nadu,
India.

Higher Secondary

2003–2005

Govt. Hr. Sec. School, Pothanur,
Namakkal, Tamil Nadu, India.

Sheik Rasul Sikkandar

UI/UX Designer - Google Certified

• UX Resercher • Visual Designer • Graphic Designer • Product Designer

Profile

I'm a graphic designer, and I know how to create the perfect logo, brand identity, or website. I've been in the business for over 14 years, and I have a proven track record of success. I have worked for large companies and small businesses, as well as startups and individuals. My clients range from Fortune 500 companies to small startups and everything in between.

I work closely with my clients to understand their vision and goals, then I develop a custom solution to meet those needs.

My goal as a designer is to create beautiful designs that captivates and conveys the message clearly and effectively. Also, I will make sure that it will sell your product or service to your target audience. My major background is in graphic design, Art, and communication.

Skills

- Strong understanding of design principles, color theory, typography, and layout.
- Proficiency with design and prototyping tools.
- Familiarity with platform-specific design guidelines (e.g., Material Design, Human Interface Guidelines).
- Understanding of responsive design and adaptability across devices.
- Problem-solving abilities and a user-centered approach to design.
- Good communication and collaboration skills to work with cross-functional teams.
- Current and proficient at using all design tools

Experience



Zoho Corporation Pvt. Ltd

Mobile Apps. UI/UX Designer

2017 - Present

I've been a UI designer for mobile apps here for the past six years.

I've had UI responsibility for eight significant mobile apps with a large client base.

Rolls & Responsibilities

- **Wireframing and Prototyping:** Create wireframes (low-fidelity sketches) and interactive prototypes that outline the structure and functionality of the app before it's built.
- **Cross-Functional Team Collaboration:** Work closely with product managers, developers, marketers, and other stakeholders to align on design goals, requirements, and deadlines.
- **Design Trends:** Keep up-to-date with the latest trends in mobile design, including new UI patterns, interactions, and technologies.
- **Designing Visual Elements:** Create the visual components of the app, such as buttons, icons, color schemes, typography, and layout.
- **Consistency Across Screens:** Ensure design consistency across all screens of the app to provide a cohesive experience.
- **Creating Prototypes:** Develop interactive prototypes to visualize the design and allow for user testing.
- **Design for Multiple Platforms:** Create designs that work across different mobile platforms (iOS, Android) while adhering to platform-specific guidelines (Human Interface Guidelines for iOS, Material Design for Android).
- **High-Fidelity Mockups:** Produce detailed and polished high-fidelity mockups that can be used by developers for the app's final implementation.
- **Collaborating with Developers:** Work closely with developers to ensure that design assets are implemented correctly in the app.
- **Icons and Illustrations:** Design custom icons and illustrations to enhance the app's visual appeal and provide functional clarity.
- **Interaction Design:** Design how users will interact with the app, ensuring smooth transitions and responsiveness of all interactive elements.
- **Presenting Designs:** Present and explain design choices to clients, team members, or stakeholders to ensure alignment with business goals and user needs.
- **Presentation Materials:** Making videos and designing banners, posters, and flyers for corporate presentations



Owler India Pvt. Ltd

UI/UX Designer and UI/UX Developer

2015 – 2017

I work here as my second job. I worked as a UI/UX designer and UI/UX developer here, I specialise in interactive and responsive emails, responsive UI frontend development, and graphic design.

Rolls & Responsibilities

- **SpecSense:** Understand product specifications and user psychology.
- **FlowCraft:** Translate concepts into user flows, wireframes, mockups, and prototypes that lead to intuitive user experiences and are optimized for a wide range of devices and interfaces.
- **Creative UX:** Find creative ways to solve UX problems.
- **Design Strategy:** Make strategic design & user-experience decisions related to core & new functions and features.
- **Design approach:** Take a user-centered design approach and rapidly test and iterate designs.
- **Design Facilitation:** Facilitate the stakeholder's product vision by researching, conceiving, sketching, prototyping, and user-testing experiences for digital products.
- **Cross-Platform Design:** Design and build software applications to function across multiple platforms.
- **Cross-Platform Testing:** Conduct thorough testing of user interfaces in multiple platforms to ensure all designs render correctly and systems function properly.
- **Usability testing:** Conduct concept and usability testing and gather feedback.
- **Responsive Design:** Overall website designed and developed as full fluid responsive.
- **Responsive Email:** The email newsletter designing and developing it to be 100% responsive.
- **Interactive Email Newsletter:** Discovered a novel method for obtaining consumer responses without leaving the inbox.
- **Dev Collaboration:** Work closely with developers to ensure the feasibility and implementation of designs.
- **Code Efficiency:** Build reusable code and libraries for future use.
- **Trend Tracking:** Keep abreast of competitor products and industry trends.
- **Presentation Design:** Presentation materials designs using MS Powerpoint / Keynote and video editing.
- **Feature Enhancement:** Maintain and improve the website by developing new user-facing and mobile-based features.
- **Design Validation:** Validate the technical feasibility of UI/UX designs.
- **Speed & Scalability:** Optimize application for maximum speed and scalability.
- **Visual Standards:** Ensure high-quality graphic standards and brand consistency.



Team Leader – Graphical and UI

2010 – 2015

I began my career here as a web designer, honed my visual design abilities, and worked on numerous projects as a User Interface designer and developer.

Rolls & Responsibilities

- **User Research:** Conduct user research to understand user behaviors, needs, and motivations.
- **Wireframing & Prototyping:** Create wireframes, mockups, and prototypes to visualize design concepts and interactions.
- **UI/UX Design:** Design intuitive and visually appealing user interfaces that align with brand guidelines and usability principles. Develop user flows, personas, and journey maps to optimize user experiences.
 - ▶ **Logo Designs:** Effective logo design involves a combination of creativity, graphic design skills, and an understanding of the brand's identity and target audience. I have done various logos for clients.
 - ▶ **Website Designs:** In addition to working on nearly all web platforms, including static websites, e-commerce websites, portfolio websites, and open-source platforms like WordPress, Joomla, Magento, and Drupal, etc. He has created numerous innovative website designs for our clients.
 - ▶ **Brochure and Corporate identity Designs:** My work includes many print media designs, including those for flyers, business cards, brochures, and corporate identities.
 - ▶ **Mobile Applications Designs:** The majority of my work consists of designing the user interface and user experience for mobile applications. I have designed a variety of mobile applications.
 - ▶ **Newsletter Designs:** I have created numerous visually striking newsletter designs that have helped to improve both clientele and retention.
 - ▶ **Digital Banners Design:** I have created a lot of captivating animated and non-animated digital banners for Google Ads and other advertising platforms.
 - ▶ **Frontend Development:** Implement responsive and interactive user interfaces using HTML, CSS, and JavaScript.
- **Integration:** Integrate UI designs with backend systems and APIs to ensure seamless functionality.
- **Cross-Browser Compatibility:** Ensure compatibility across different browsers and devices through testing and optimization.
- **Responsive Designs:** To make sure the designs fit on all desktop and mobile screen sizes, I have created fully fluid, 100% responsive web designs.

- **UI Component Library:** Develop and maintain UI component libraries or design systems for consistency and scalability.
- **Collaboration:** Collaborate with cross-functional teams including product managers, developers, and stakeholders to iterate on design solutions.
- **Usability Testing:** Conduct usability testing to gather feedback and validate design decisions.
- **Accessibility:** Ensure designs are accessible to users with disabilities and comply with accessibility standards.
- **UI/UX designs team leader:** I'm as team lead and mentor for UI/UX designers, I have offered direction, criticism, and encouragement to help them flourish in their positions and raised the team's overall design standard.

Tools Knowledge

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| Photoshop | ● ● ● ● | Figma | ● ● ● ● | Sketch | ● ● ● ● |
| Illustrator | ● ● ● ● | HTML / CSS-3 | ● ● ● ● | Dreamweaver | ● ● ● ● |
| Premiere Pro | ● ● ● ● | iMovie | ● ● ● ● | Keynote | ● ● ● ● |

Portfolio

Please check my portfolio by below link

www.sheikrasul.in

Personal Statement

I am a creative, technical and customer service focused individual who is organized, has a problem-solving nature and a 'can-do' attitude. I possess the ability to multi-task, can work to tight deadlines, and am flexible enough to react to developments in culture, concepts and technological change.