

# MOHAMMAD ZEESAN

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Innovative and results-driven UX Designer with 3+ years of experience crafting intuitive, user-centered digital experiences that drive business growth. With a strong foundation in UX research, interaction design, and visual aesthetics, I specialize in transforming complex problems into simple, elegant solutions. My approach blends empathy with strategic thinking to create products that are not only functional but also delightful to use. Always eager to learn, adapt, and collaborate, I thrive in fast-paced environments where design meets impact.

## EXPERIENCE

### November 2024 – Present

UX Designer | 18 Pixels | Lucknow

- Redesigned the complete user experience of ADA Chicken's mobile app, improving usability, engagement, and customer retention.
- Revamped ADA Chicken's membership model, optimizing it for better customer loyalty and business growth.
- Designed and optimized Yalla Drive's website, enhancing user navigation and brand presence.
- Developed a new membership plan for Yalla Drive (Yalla Crown), aligning business objectives with user needs.
- Collaborated with Car24 to integrate their platform with Yalla Drive, ensuring a seamless user experience.
- Worked closely with developers, stakeholders, and business teams to implement and refine design solutions.

### August 2024 – October 2024

Product Designer | Vizal AI | Bangalore

- Spearheaded the end-to-end design and development of Vizal AI's platform, crafting an intuitive and seamless user interface that enhances the overall user experience for both web and mobile platforms.
- Designed the entire product ecosystem, including detailed user flows, wireframes, prototypes, and high-fidelity UI components, ensuring consistency across all digital touchpoints.
- Played a pivotal role in creating a personalized shopping experience by integrating real-time video call functionality between customers and sales representatives, driving increased engagement and building customer trust.
- Collaborated with cross-functional teams, including AI specialists, to implement scalable solutions, such as an AI-powered assistant, to enhance the platform's future capabilities and growth potential.

### February 2023 – August 2024

UX Designer | Zersys Technology | Bangalore

- Played a key role in shaping the digital user experiences for high-profile clients such as Bajaj, Kawasaki, and KTM, delivering impactful design solutions that align with business objectives.
- Developed user-centric strategies and solutions that directly contributed to the success and growth of client projects, driving engagement and enhancing usability.
- Collaborated closely with Bajaj on their Bajaj Exchange App, creating user flows and wireframes that ensured a smooth and intuitive user journey from start to finish.
- Ensured a seamless user experience by understanding client goals and translating them into clear design workflows and wireframes.
- Contributed to the branding efforts for FRCSIT Plastic Surgery Event, enhancing the visual identity and overall user experience for event participants.

## **August 2022 – December 2022**

Visual Designer | ZZUP (Tummy Tucker) | Bangalore

- Led the design process to bring Zzup's vision to life, creating a unique and user-friendly interface for their innovative food and essentials delivery platform.
- Zzup catered exclusively to apartment residents, offering an efficient solution with satellite kitchens, ensuring deliveries in under 10 minutes.
- Identified key user pain points and developed a seamless app experience tailored to this new model of ultra-fast food delivery, significantly enhancing user satisfaction and retention.
- Contributed to the company's marketing efforts through visually compelling graphic designs and illustrations, boosting brand recognition and engagement.

## **March 2022 – June 2022**

Graphic Design Intern | Class Plus | Lucknow

- Collaborated closely with Key Account Managers (KAM), Client Engagement Associates (CEA), and clients to understand their specific needs, ensuring all graphic designs aligned with project goals and brand vision.
- Successfully delivered over 500 creative assets during the internship, including posters, branding materials, and promotional designs for industry leaders, demonstrating versatility and a keen eye for detail across diverse projects.

## **SKILLS**

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|-----------------------|---------------------|
| • UX Research         | • Wire-framing      |
| • Problem-Solving     | • Prototyping       |
| • UI Design           | • Micro-Interaction |
| • Architecture Design | • UX Writing        |
| • Story Telling       | • Graphic Design    |
| • HTML & CSS          | • Figma             |
| • Adobe Xd            | • Sketch            |
| • Miro                | • Webflow           |
| • Framer              |                     |