



ABDUL AVAZE

UX|UI DESIGNER

HYDERABAD



www.avazenicek.com | www.behance.net/avazenicek



#CozUXMatters

Hello! I'm Abdul Avaze, a UX/UI Designer with an engineering background. I've spent the last 4+ years helping build businesses, both new to the market and loved by people in Education, eSigning, Payroll, HRMS, Food, Product Licensing, Housing58 available on iOS, Android, and Web platforms. Achieved increase in user satisfaction and business growth through the interactively tested, user-centered design approach.

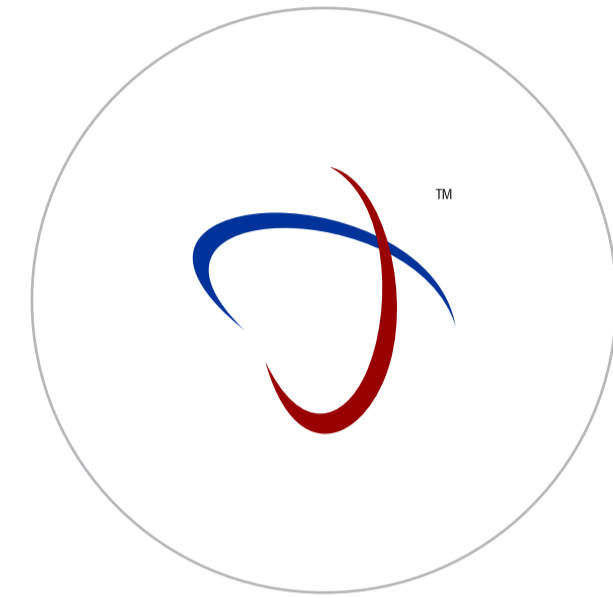
Currently working as a UX/UI designer at JNET Technologies Pvt Ltd based in Hyderabad, India. Previously I worked at Brio Technologies and Uclid Edu Labs. During this time I was responsible for product design across iOS, Android, and Web. I have exposed myself to various challenges involving user experience, visual design, Branding & Identity Design, marketing-related works while working here.

Before working, I've completed my bachelor's in civil engineering. During my engineering, I realized I was inclined more towards a creative field with a technical notion in front-end development. To me, design is a problem-solving activity. I enjoy working on projects that require both strategies as well as visual design. I love working on problems from the ideation stage and seeing them through completion through pixel-perfect designs.

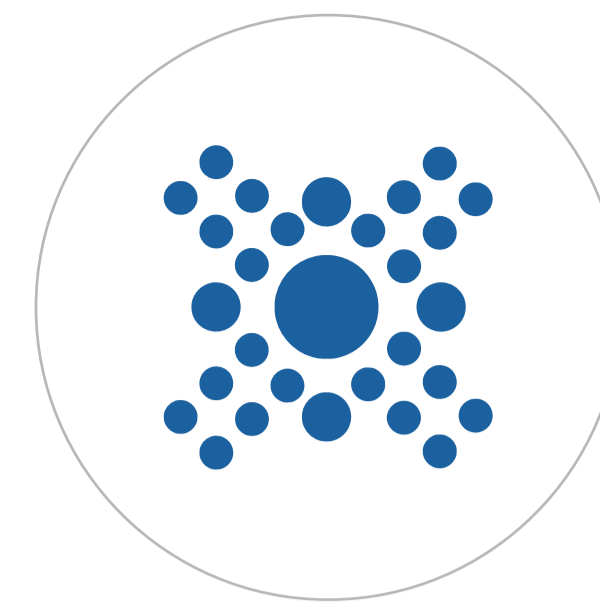
If you're interested in having a chat, drop a email on : avazenicek@gmail.com

Work Experience

4+ Yrs



JNET Technologies Pvt Ltd
UX/UI Designer (Aug 2021 - Present)



Brio Technologies Pvt Ltd
UX/UI Designer (Jul 2020 - Aug 2021)

Redesigned user experience & interface for Web, iOS & Android app, Obtained user data with analytics, user flow analysis, and participatory design techniques and leveraged that data to create iterative improvements, helped in increasing user satisfaction.



UCLID Edu Labs
UX/UI Designer (Nov 2017 - Jun 2020)

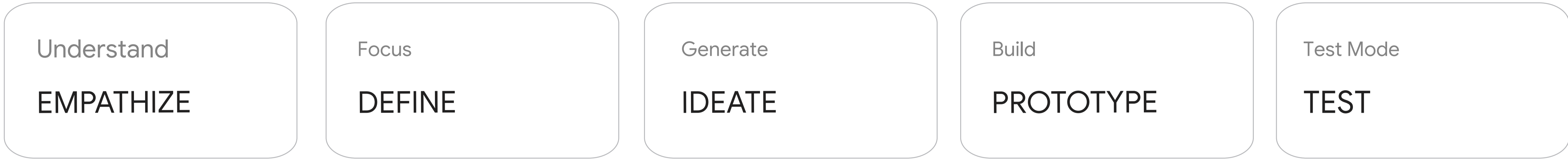
While working here I have exposed myself to various challenges involving user experience, visual design, front-end development, Branding & Identity Design, marketing related tasks.



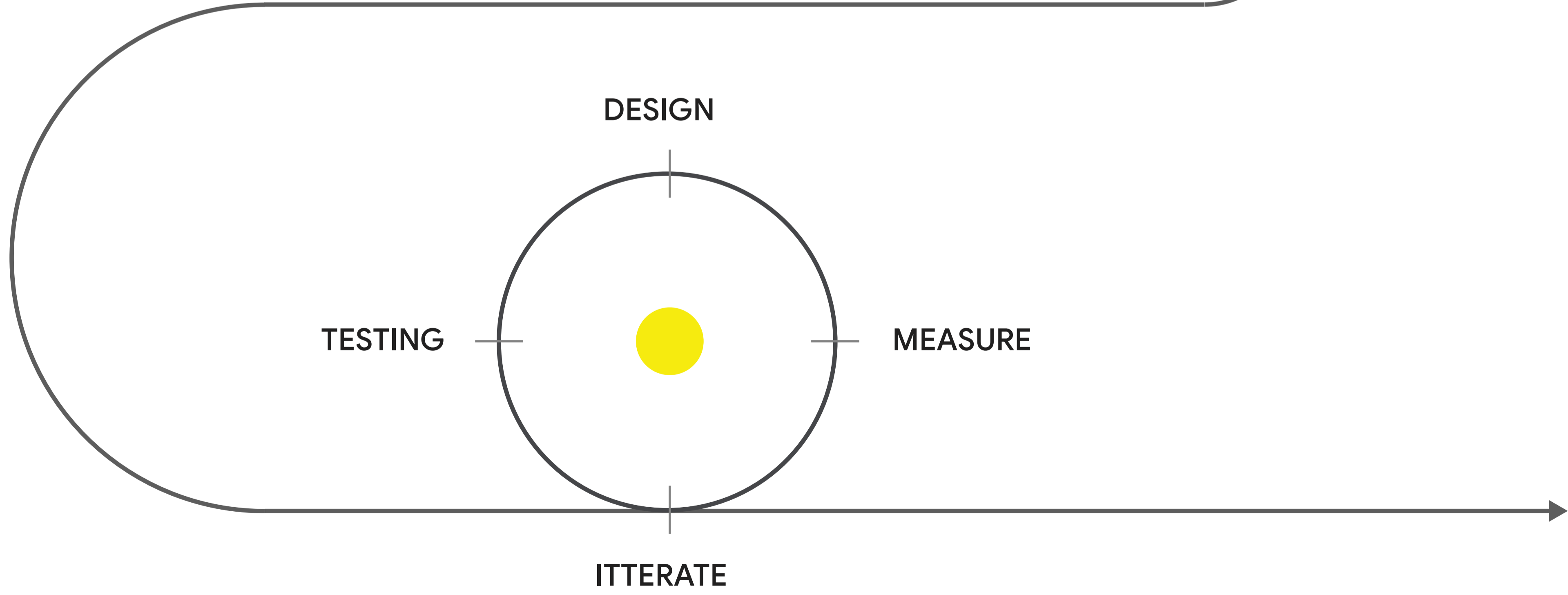
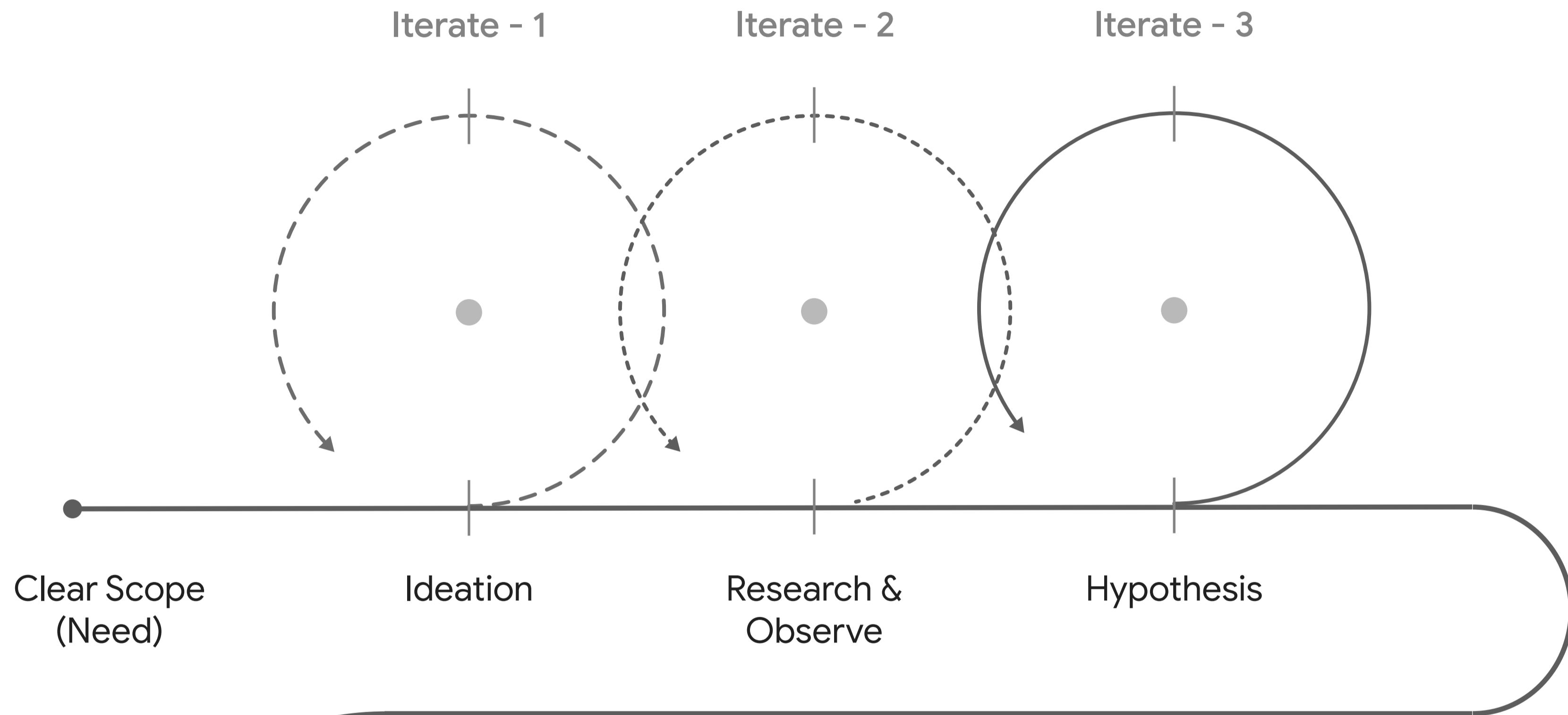
Leapfrog Studios
UX/UI Designer (Intern)
May 2017 - Oct 2017

Learned user experience techniques & created interactive prototypes, storyboards, user flows, process flows to support the design process. which mimic the real experience for user testing.

* I cannot disclose details, but I can share the high level process and what I learned.



PROBLEM



SOLUTION



JNET Technologies Pvt Ltd | UX / UI Designer

Projects worked on

- **HOSUING58**

Redesigned user experience & interface of housing portal for tenants, owners and applicants by keeping accessibility as priority. Created interaction strategies that helped in developing the navigation and user flow.

- **RESTROZAP**

Designed a Progressive Web App for ordering food and managing the restaurant menu online. Used qualitative and quantitative research methods to find the user problems.



Brio Technologies Pvt Ltd | UX/UI Designer

Projects worked on

● Perk Payroll

Simple and Reliable payroll solution.

Redesigned user experience & interface for web, iOS & Android app, Obtained user data with analytics, user flow analysis, and participatory design techniques and leveraged that data to create iterative improvements, helped in increasing user satisfaction.

● Desk Booking App

Creating thoughtful & appropriate solutions to design challenges while collaborating with stakeholders. Designed visual mockups with design techniques and researched solutions to build interface.

● Malabar DGS

Designed wireframes, storyboards, user flows and process flows to support the design process while collaborating with stakeholders



A Simple & Reliable App for an HR and Payroll services. - Userbase 1M +

Scope of the Project

Simplify the whole HR and Payroll user flow and its process by making it highly usable, intuitive for the target users. Improve the look and feel of UI with new trends.

Project Goals

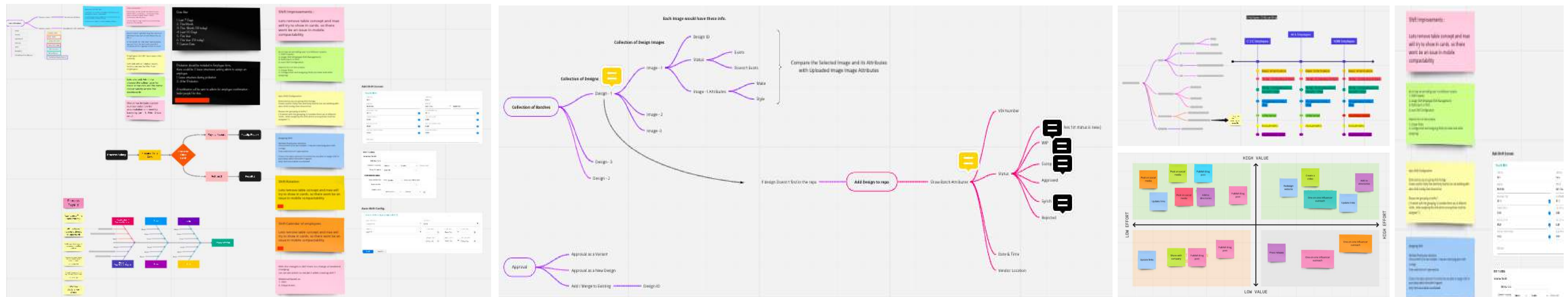
- 1. Saving Time & Effort :** Make organization policies, payroll process, employee management etc.. quick and seamless to use.
- 2. Flexibility :** The data should be shown in the form of dashboards, which should have all the information where employee / manager / admin can see the data in the form of metrics
- 3. Convenience :** Make the experience more joyful and convenient to the user by providing thoughtful, descriptive error states that don't scare the user
- 4. New Design Language :** Re-innovate new design system in order to get new look and feel in User Interface.

Finding loopholes in the Product

When start thinking about the design revamp, we started to search that what is actually bad in the existing design & what are the loopholes which we had left in that. Surprisingly our product got use to by so many clients and says existing design doing well then our task becomes more complicated.

In this case, a thorough User Research played a major role, like research on new trends, markets updates, competitor analysis, user behavior & new expecting needs from the existing product. We did online Interviews/Interaction with users & Online surveys helped us to understand new expectations.

By the help of these techniques, we are able to note what is not working as expected in old design and what is working well. Listed all the edge case scenarios and started working on the new layout.



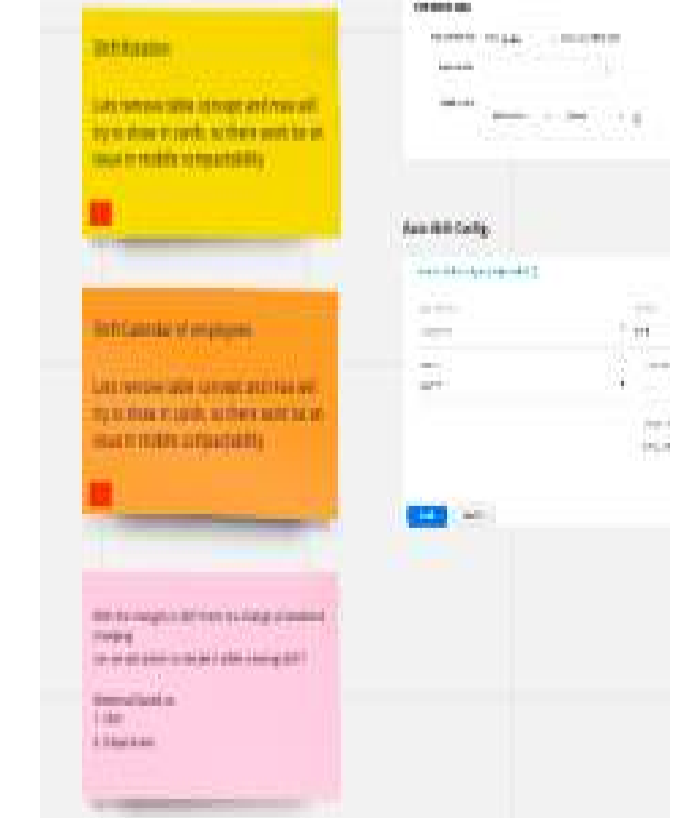
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\$h2	1.75	28	36	1.5	24	32	1.5	21	28	Lowercase	600	0
\$h3	1.32	21	28	1.32	21	28	1.285	18	24	Lowercase	600	0
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\$overline	0.75	12	20	0.75	12	20	0.857	12	20	CAPS	400	1.5

Body - Late

Aa

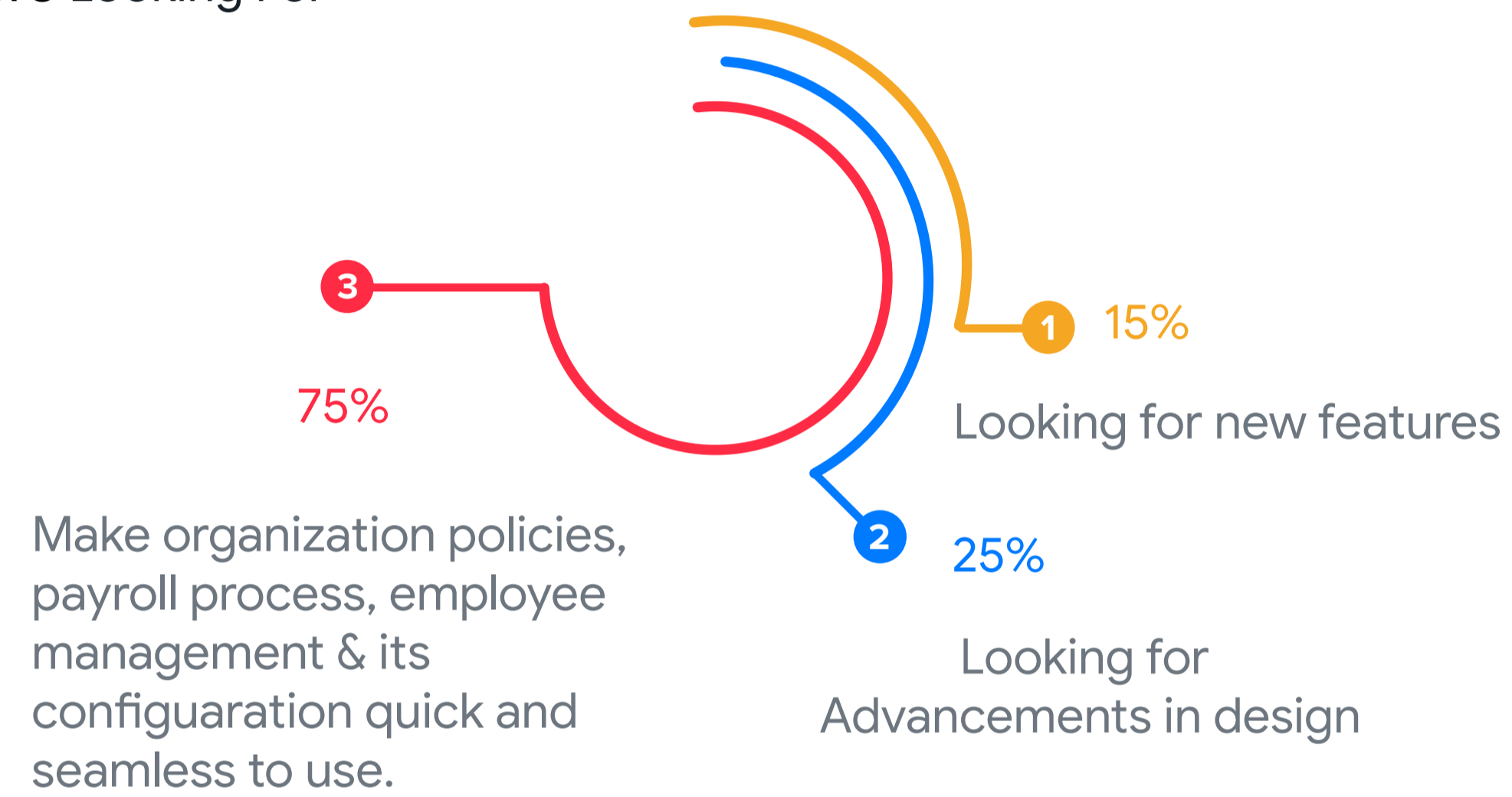
Body
Line height and paragraph spacing is 1.4 x font size

Name	Font Size	Line Height
Large Text Bold	20 px	28 px
Large Text Regular		
Medium Text Bold	18 px	25.2 px
Medium Text Regular		
Normal Text Bold	16 px	22.2 px
Normal Text Regular		
Small Text Bold	14 px	19.6 px
Small Text Regular		

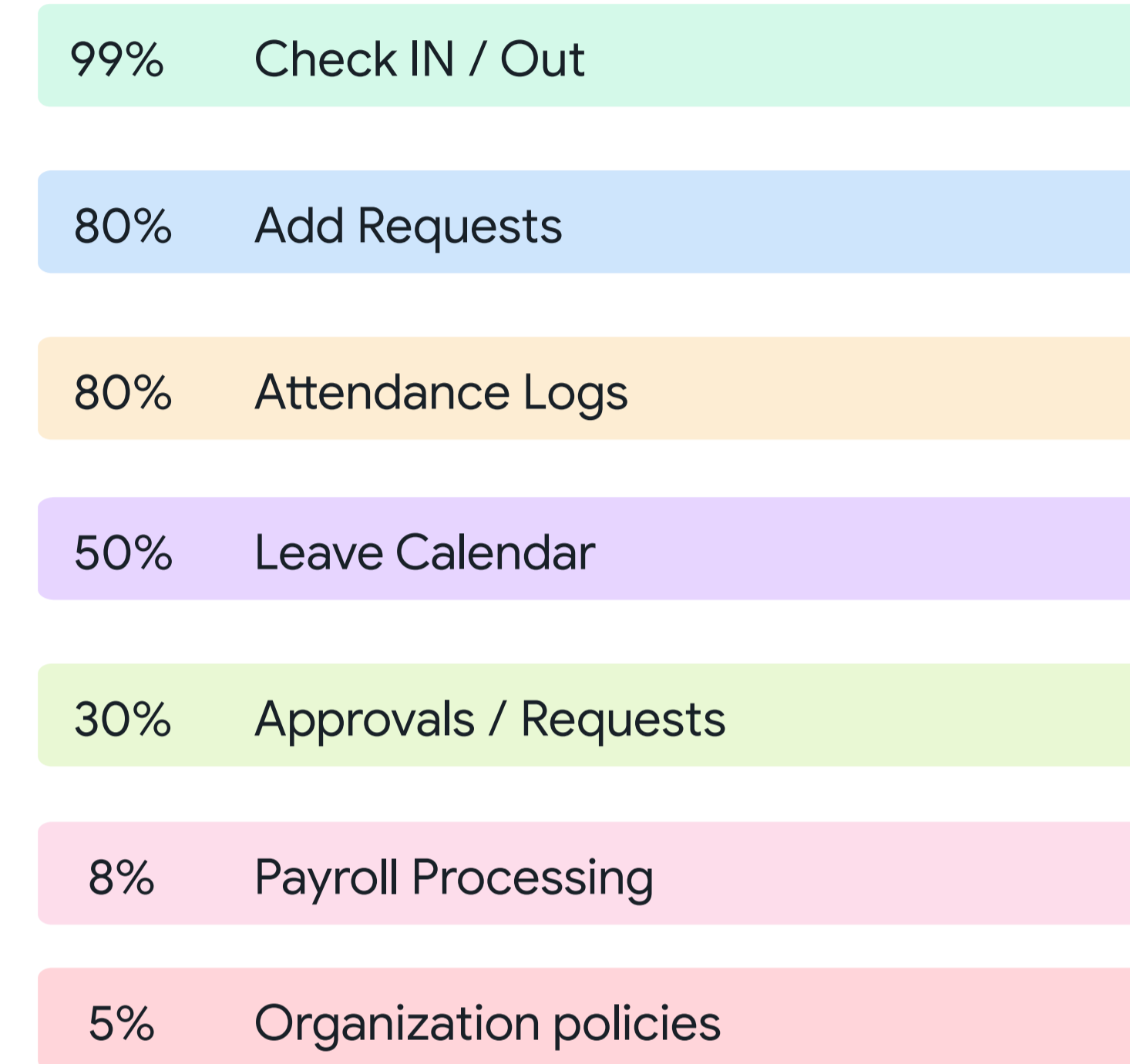


User Demand Analysis

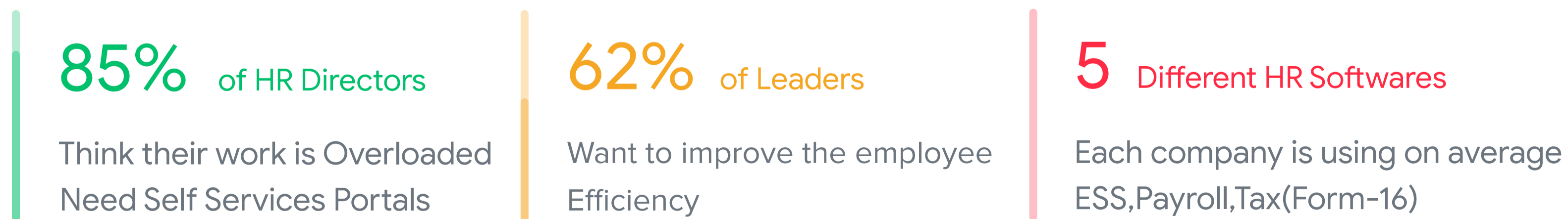
Existing Users Looking For



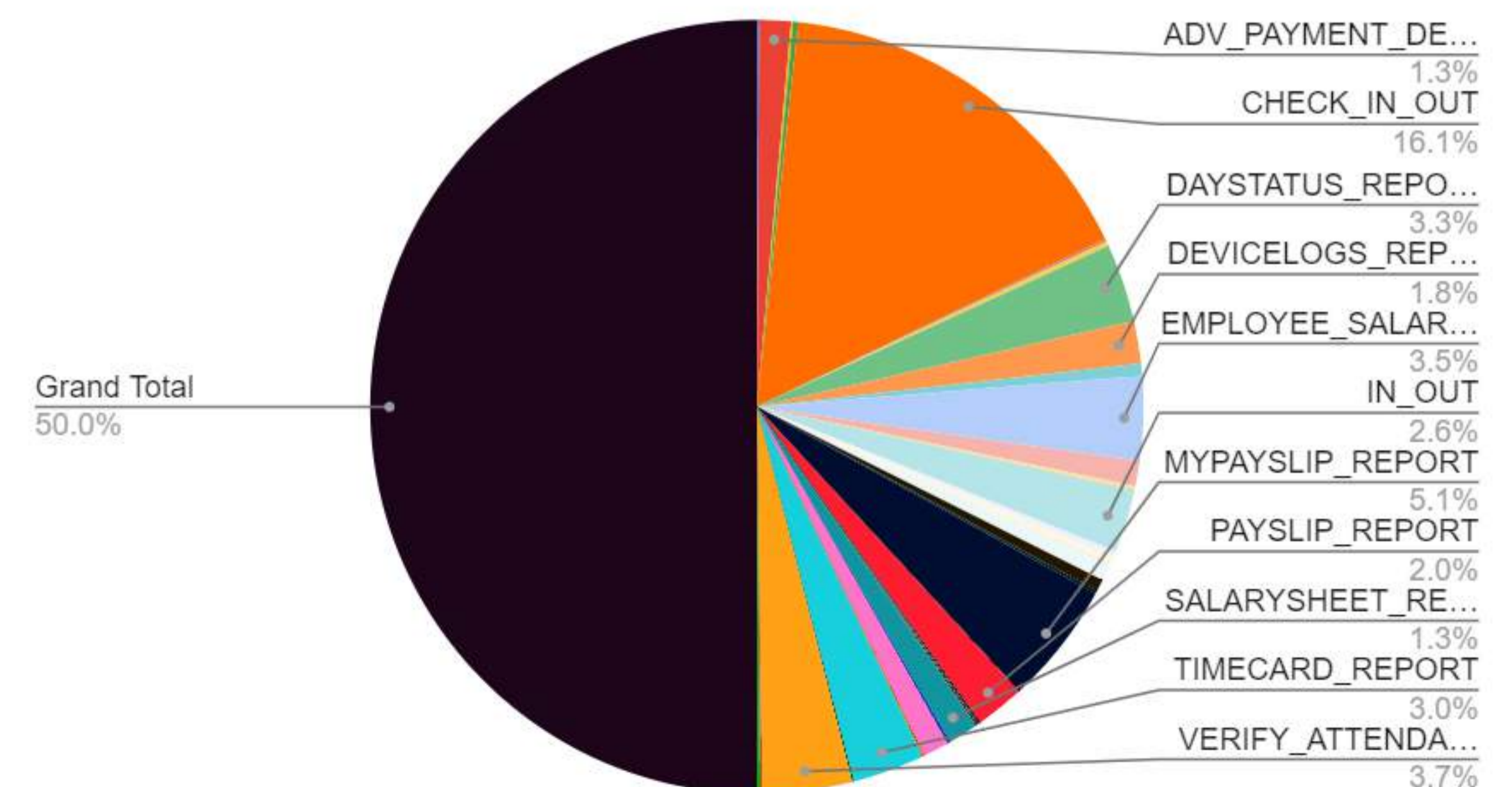
Most Used Features



New Users



Most Used Reports



Feature Bucketing / Information Architecture

There's so much of data available in the system but unable to make use of it as the users are unable to find the information and even the search is not clear for them to use it and to find the relevant information.

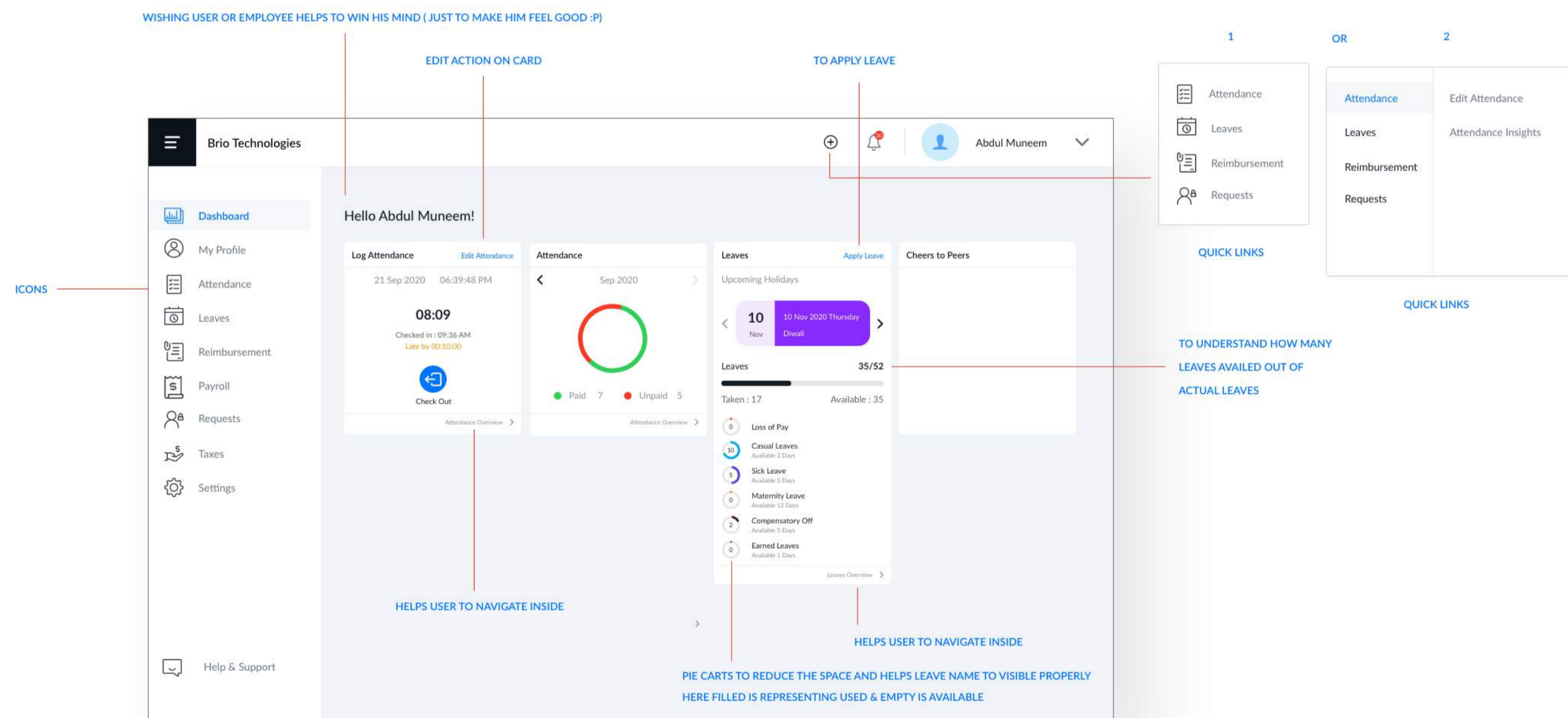
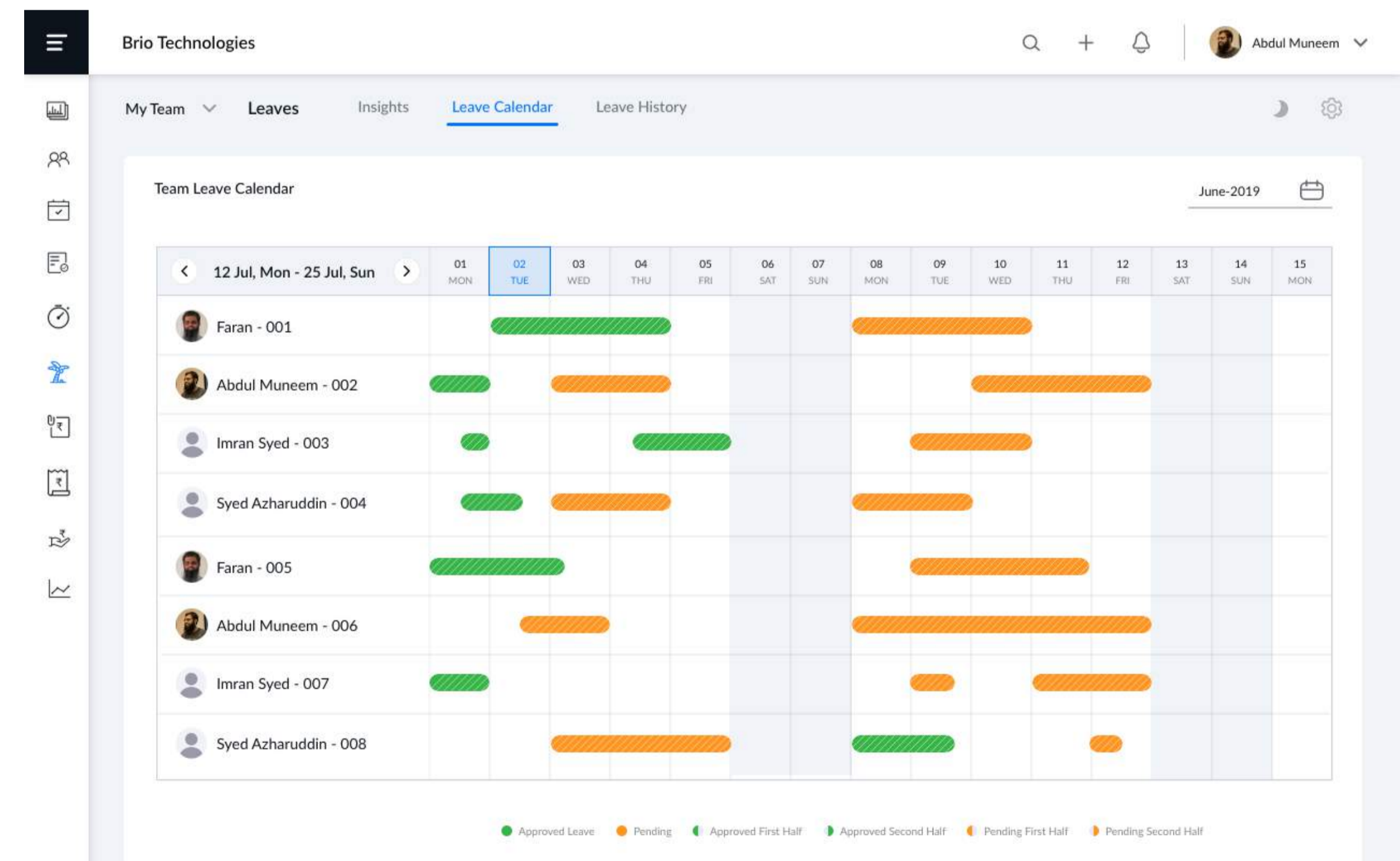
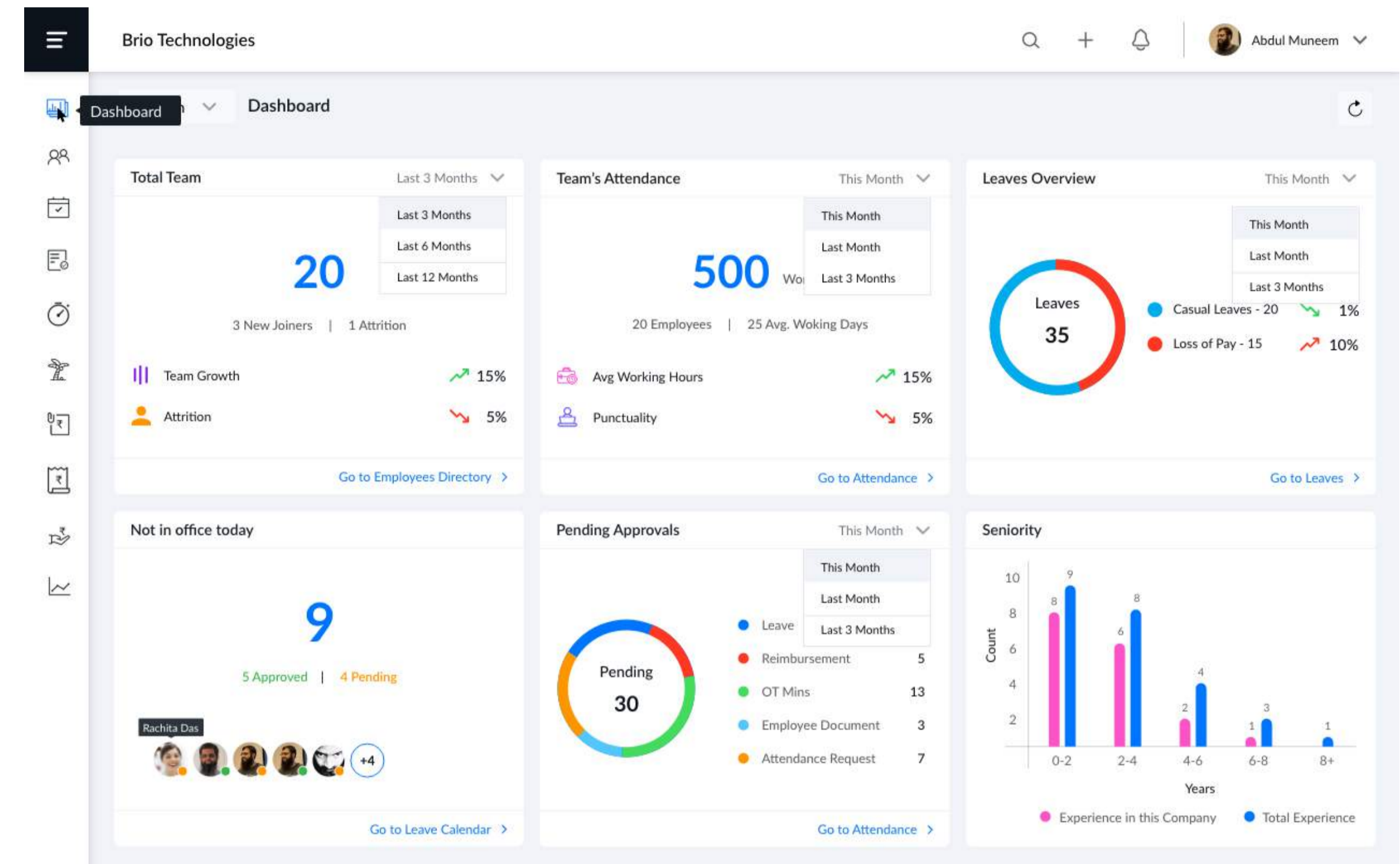
Based on the enhanced IA we started sketching out the low-Fi's

We used to draw different ideas and iterate as and when we felt the ideas are not working out or the user experience is not exceptional.



Perk Payroll

User Interface



+99 Other Screens



UCLID Edu Labs Pvt Ltd | UX/UI Designer

Projects worked on

- **Uclid (Learning Management System)**

Creating visual mockups for the researched solutions that the team can build within the UCLID interface - Understanding and Delivering a Wide range of analytics and reports for various features.

- **ZUST (HRMS & eSign)**

Creating wireframes, storyboards, user flows, process flows to support the design process. Assessing and developing new ideas, user flow and concepts by performing from user research to Cognitive Walkthrough.



Leapfrog Studios / UI | UX Designer (Intern)

Creating wireframes, storyboards, user flows, process flows and site maps to effectively communicate interaction and design ideas. Conducting user research and evaluating user feedback .

As a project designed and developed an desktop and mobile website for the Global IT Online Training and Placements in USA including UI elements & Branding.



WHATEVER GOOD
THINGS WE BUILD
END UP
BUILDING US...



ABDUL AVAZE
UX | UI DESIGNER
FRONT END DEVELOPER

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