# Zara Qamar

Google Certified | UXUI Designer | Product Designer Strategist & Transforming Experience

10+ Years **EXPERIENCE** 

1237+ **UIUX DESIGNS** 

225+ **HAPPY CLIENTS** 

23+ **EVENTS ENGAGEMENT** 

### **HELLO!**

I Am An Enthusiastic Designer Who Has Crafted Innovative And Outstanding User Experiences With Elegant User Interfaces Across Various Industries Such As Banking And Finance, E-Commerce, Government Projects, Energy, Real Estate, Automotive, Digital Agency, Software House, Travel And Tourism, Airlines Etc

Combination Of Creativity With Usability, Ideas Outside The Box And User Centered Design Principles To Solve User's Problems Drives My Work. I Love Being Part Of UX Research And Audits.

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#### **OMPETENCIES**

### CX/UX RESEARCH

- User Research Requirement Analysis
- Persona Building User Journey Mapping
- User Stories Sketching
- Wire Framing
- **Visual Design**
- UI Design
- Design system • Product Design Interaction Design
- Presentations Social Media
- Print Media
- **Skills & Expertise**

- Creativity Can Do Attitude
- Leadership Self Motivated

Mentoring

- Problem Solver User Centric

- Responsive Designs Mobile Apps

• User Research Plans

 Marketing Strategies Data Visualization

Prototyping

• Design & UI Review

Competitive Analysis

• Heuristic Evaluation

Corporate Identity

Branding

Iconography

Intro Videos

• Design Tokens

Micro Animations

• Logo

Accessibility Evaluation

Usability Testing

• Task Analysis

- Agile Methodology • Al Prompts

### X TOOLS USED



# **V** EXTRACURRICULARS

**S** 



0.

LANGUAGE



### **WORKING EXPERIENCE**

### **UIUX Team Lead | Product Designer**

### **GAC Logistics Park, Dubai**

Jan 2020 – Continue

Successfully automated the new GAC portal platform PEGASUS, covering

• GAC Dubai is a leading provider of shipping, logistics and marine services.

- shipping and logistics services for fulfilling the needs of both the users and the business.
- Worked closely with different stakeholders to determine what features to improve upon or add to the product. Providing valuable input and suggestions to key business decisions with a user-centered mindset - and the goal of improving the business overall as well. Also handling Heuristic analysis for cross functional teams project.
- Introduced new UX for logistics business for different clients as per their needs by adding new mobile applications on board for warehousing.
  - Successfully launched the website for Pegasus. <a href="https://">https://</a> pegasus.gac.com/
  - Revamped the website of GAC <a href="https://www.gac.com/">https://www.gac.com/</a>
  - Ensured the work of UI UX team is aligned and fulfilling the needs of both users and the business
  - Balanced the business strategy with research insights to generate unique solutions for client's digital needs.

Conducted user research, competitive analysis and stakeholder interviews to

- develop Pegasus billing product in Pegasus portal- market fit for the business, ensuring product and services cover the market's demands and a better gateway.
- GAC CRM, which covers reports and performance from HR to overall business.

Researched, designed and prototyped more approachable and valuable

Improved the reporting accuracy with a more accurate way, by introducing

experiences for GAC

#### **UIUX Designer | Product Designer** DOE. Department of Energy, Abu Dhabi

applications.

understanding.

2022-Continue

Designed internal web portals for entire team and clients in power apps.

Contributed as a UIUX designer and graphic designer in various

- Designed Internal meeting and calls recording app in power apps.
- collaboration.

Designed intranet portal for internal team in order to better

Did Visual animations, quick launch videos, while using ADOBE AFTER

Did visual designing for internal department presentations for project

## **UIUX Designer | UX Audits**

## Like Digitals and partners, London

SIRO (Industry vertical: Luxury fitness and wellness hotels)

EFFECTS & ADOBE PREMIER PRO.

2023

- Mazagan. (Industry vertical: Beach and golf resorts) https://www.mazaganbeachresort.com/ did some UI designs for monthly web pages, and monthly newsletters.
- https://www.sirohotels.com/ Worked on mobile application from designing design system till the presentation of Mobile app One and Only (Industry vertical: Luxury hotels and resorts)
- https://www.oneandonlyresorts.com/ Designed webpages for website. also designed some of the newsletters UX Work:
- Did heuristics analysis for: Noble Panacea. (Industry vertical: Beauty) https://www.noblepanacea.com/en/
- Zumnorde. (Industry vertical: Fashion) https://zumnorde.de/
- https://www.clarksstores.ae/

Clarks. (Industry vertical: Fashion)

# **Smaartt Digital Consultancy, Dubai**

Lead UIUX Designer | UX Strategist

#### Worked with different projects including Majid al Futtiam, Direct one, Azizi, Emirates Transport, Wasl porperties, Masdar city abu dhabi.

https://smaartt.com/index.html

April 2019 – Dec 2019

- Successfully provide one stop digital shop for all Emirates transport services. Enabled intelligent Customer profiling and data Crowdsourcing , Cross-Selling and asset 360 view with real time data visibility. Launched Masdar city 360 view for all ther holdings and showcase the porterty inside
- check their dream appartments with 360 view online and book it, also they can divide their payment terms online and can pay online. Worked with Azizi for the same cause, there projects 360 view, can book online and can pay online.

view. Made some UIUX improvements, and solved the customer journey, customers can

- Improved the wasI properties booking structure, worked on UX and make it possible for their beloved customers to book online with 360 view.
- Worked with Emirates transport for different industry verticals. Streamline the process of transport booking online and improved the backend cluttered services into easy to use and human centric design.

Worked with Direct one properties for their property booking process and created

# MashreqNeo, NeoBiz

**UIUX Designer | UX Strategist** 

revamped UX of there portal

#### MashreqNeo is the smartphone banking application which offers wide variety of digital banking services in Dubai, UAE. First Branchless Banking system and Mashreq NEOBiz is a

Mashreq Bank, Dubai

full-service digital bank exclusively for SMEs (small and medium enterprises), start-ups and

Feb 2018- 2020

young entrepreneurs in the UAE.

business

Freelance, UAE

- Successfully automated the new online banking platform MashreeqNEO, worked closely with product owner and stakeholders to ensure that the product is serving its purpose will converting all the banking structure and digitizing the journey. https:// www.mashreqneobiz.com/en/ • Ensured the work of UI UX team is aligned and fulfilling the needs of both users and the
- Balanced the business strategy with research insights to generate unique solutions for client's digital needs
- to customers and allowing customers to do all the banking online. https:// www.mashreqneo.com/ • Successfully design the UI of new business application for digital banking.

MashreqNeo is the banking application which offers wide variety of digital banking services

**UIUX Designer | UX Strategist | UX Audit** 

• Designed the web pages of Mashreqneo by using design system.

#### https://www.igcc.ae/en/home.aspx https://www.sca.gov.ae/en/home.aspx#scaBreif https://www.tra.gov.ae/en/home.aspx

Successfully designed the UI's for following projects

https://www.sharjahwbc.com/ https://sharjahpressclub.ae/ https://www.sira.gov.ae/en/home.aspx

https://asmk.ae/https://www.techfix.ae/

http://ddrenovation.ae/ http://ddrenovation.ae/ http://alabrarint.com/

https://www.smilerentacar.ae/ http://www.bowbofashion.com/ http://www.sunford.com/

https://earnextramiles.com/app/home

https://www.fixonclick.com/ https://myroyalride.com/

#### **UIUX Designer** Earn Extra Miles, UAE

2015-2016

2015-2024

- Dubai based, earn extra mile web project is a combo of different services. It offers users to get as many travel and tourism services as they need like booking.com, airlines, hotel rental cars, calling credit points, loyalty points and many other services on one click.
- Successfully design the new website for earn extra mile by working closely with the product owner, did UX research deep insight for neglected area and some additional components to make a better customer experience.