

MUSTAFA ALI

UX/UI Designer

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SUMMARY

A seasoned **UX/UI designer with a solid 5-year** background in designing end-to-end user-centered experiences in both B2B and B2C Projects. **Experienced in lean UX processes, rapid prototyping, and testing concepts in fast-paced environments.**

EXPERIENCE

Senior UX/UI Designer

Maka Health 01/2023 - Present Remote Contract

- **Led the end-to-end design process** of the Maka Health all-in-one **B2B SaaS** electronic health record and practice management platform and **mobile native app from ideas to full designs** utilizing an **iterative approach**
- **Conducted user research and usability testing** to identify pain points and usability gaps then successfully iterated on designs based on feedback
- **Streamlined the information architecture** of the platform, enhancing user navigation and reducing content overload, resulting in a **%21.7 increase in productivity rate**
- Developed **inclusive design solutions**, incorporating **WCAG2.1 and ADA** guidelines to ensure accessibility in designs
- **Established and Implemented a responsive design system** from inception to execution in a **startup environment** that ensured consistency and efficiency

UX/UI Designer

Diverse Network Associates 02/2021 - 01/2023

Sacramento Design Agency

- Collaborated with a cross-functional team to successfully redesign a **B2B CMS** operation platform in **agile development environment, leading to a remarkable 22.3% drop in time on task** and improved daily operations efficiency
- **Successfully led and managed multiple projects concurrently**, overseeing strategy, design, and collaboration with engineers and stakeholders
- Designed comprehensive products for both web and mobile platforms, guaranteeing seamless **consistency across iOS and Android** devices

Product Designer

Algoworks 01/2020 - 02/2021 Remote Design Agency

- Reviewed existing branding and product offerings, crafting fresh style guides, and presenting alternative solutions to enhance product strategy, design consistency and align with the brand
- Created high-fidelity prototypes and interactive mockups, streamlining communication and alignment among stakeholders, **resulting in a 25% decrease in design approval time**

Junior UX/UI Designer

Hayden AI 08/2018 - 10/2019 Oakland Contract

- Worked on establishing and maintaining a design system in a start-up environment while rapidly iterating on design based on stakeholders feedback
- Helped maintain consistent coordination of UX/UI efforts to foster a cohesive product identity and reinforce the brand's presence across various channels

SKILLS

Competitor Analysis • **CSS** • **Html** •
Responsive Web Design • **UX Research** •
Design Thinking • **Information Architecture** •
Rapid Prototyping • **Agile Methodologies** •
Visual Design • **Responsive Design** •
A/B Testing • **Interaction Design** •
User Testing • **Product Management** •
Wireframes • **User journeys/flows** •
Storyboards • **Presentation**

TOOLS

Figma • **Sketch** • **InVision** •
Adobe Creative Suite • **Balsamiq** • **Jira** •
AfterEffects • **Google Suite** • **InDesign** • **Zeplin** •
Axure

EDUCATION

BS in Computer Science; Concentration in Human- Computer Interface

University of Baghdad

ACHIEVEMENTS

Maka Health

Led the design team in designing an all-in-one practitioner portal that resulted in a %21.7 increase in productivity rate

Diverse Network Associates

contributed to a 15% increase in client acquisition By delivering compelling presentations

CERTIFICATION

Security+

CompTIA - The Computing Technology Industry Association