

Mustafa Ali

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[LinkedIn](#)

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Experience

Maka Health

Jan 2023 - Current

Lead UX/UI Designer | Contract

- Led a cross-functional team in designing the Maka Health all-in-one health portal, facilitating seamless communication and collaboration among stakeholders, while streamlining the feedback collection process, resulting in an increase in stakeholder engagement and satisfaction.
- Conducted extensive user research and usability testing, collecting feedback from 100+ potential users, resulting in the identification of crucial pain points and a successful iterations of the practitioners side of the platform, reducing user friction.
- Mentored and coached junior designers on best practices for UX design, resulting in an improvement of their skills
- Streamlined the information architecture of the Maka Health platform, enhancing user navigation and reducing content overload, resulting in a 20% increase in user retention and a 15% improvement in task completion efficiency.

Diverse Network Associates

Feb 2021 - Jan 2023

Senior UX/UI Designer

- Collaborated with a cross-functional team to successfully redesign a B2B operation platform, leading to a remarkable 22.3% drop in time on task and improved daily operations efficiency.
- Delivered regular presentations on designs and customer behaviors, securing full executive approval for three distinct launches.
- Rapidly redesigned a SaaS B2B desktop platform in an Agile methodology team environment.
- Create high-quality deliverables including user flows, low to high-fidelity wireframes, and prepare designs for developer handoff, with implementation of feedback via rapid design iterations for optimal UX and product success.

Algoworks

Jan 2020 - Feb 2021

UX/UI Designer | Contract

- Developed initial UX and UI design for 8 B2C and B2B client projects, iteratively improving designs to align with strategic goals of the business.
- Performed extensive user research and examined the customer journey of more than 25 users to recognize and prioritize issues, as well as propose solutions for current products
- Crafted designs based on user feedback and business needs for digital products, guaranteeing exceptional performance and optimized user experiences

Hayden AI

Jul 2019 - Jan 2020

Junior UX/UI Designer | Contract

- Helped maintain consistent coordination of UX/UI efforts to foster a cohesive product identity and reinforce the brand's presence across various channels

Sacramento Food Bank

Jul 2018 - Jan 2019

Volunteer Interpreter

- Provided interpretation services in Arabic and Turkish to non-English speaking clients

Skills

Design: • User research • Competitor Analysis • Accessibility • Information architecture • Rapid prototype
• Design sprints • Interaction design • Usability Test • HTML5 • CSS3 • Presentation
• Prototyping • Design thinking • Visual design • Responsive Design • User Empathy

Soft Skills: • Problem Solving • Critical thinking • Presentation • Leadership • Management • Adaptability
• Team player • Communication • Continuous Learning

Laboratory: • Figma • Sketch • Adobe Creative Suite • InVision • Google Analytics • Prototipe • Jira • Miro

Education

University of Baghdad: Degree: Bachelors of Science in Human Computer Interaction

Google Certification: User Experience Design

