

Areeb Ali - Resume

Product designer

A passionate design thinker with more than 7 years experience in Product design, UI/UX, skilled in solving problems, storytelling and iterative design process. A multipotentialite at heart, I love exploring different mediums of human expressions like writing, photography and film.

Case Study

- [Re-designing the ticket booking journey](#)
- [Designing an online experience for Alula](#)
- [Designing a B2B Marketplace](#)

Portfolio

- [Dribbble](#)
 - [Behance](#)
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Professional experience

UX designer, Genieology Design

Oct 2021 - Present

Enhancing and upgrading the experience of corporate banking system and mobile application for First Abu Dhabi Bank.

Design consultant, SpiderSilk (Part time)

June 2021 - Present

Working alongside data analysts and cyber security experts to built the experience and data visualization of a threat detection tool.

Product designer, Create Media Group

3 years (Oct 2018 - July 2021)

Solving problems for the biggest names in entertainment, e-commerce, Culture & Tourism industry of Dubai and Abu Dhabi. I designed and solved problems for Coca Cola Arena, Abu Dhabi Art, CultureAll, Berklee, Qasr al Hosn, Cultural Foundation, Reel Cinemas and Dragon Mart. Also, learning and contributing in building design systems across multiple platforms.

Product designer, AchieveOn

1 year (2016 – 2017)

I was responsible to research, conceptualize ideas and bring together user needs, business goals and technical realities by developing Personas, User Journeys, Prototypes & UI Patterns. I also collaborated in team-building and content creation for multiple systems.

Creative director, InterGraphics C&A Inc.

2 years (2014 – 2016)

Worked on ERP Systems and Intranet Portals for News production, Fleet management, Food management, Valet parking & many others.

Directed TVCs for Real Estate projects

Design lead, LogoDesignGuru

2 years (2009 – 2011)

Managed a team of designers working on website libraries for yodle.

Education

Bachelor in Design & Media Arts

University of Karachi • Pakistan

AMSP - 2 Years Certification

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