

# Faseeh Uddin

A seasoned T-shaped UX designer with expertise in ethnography, empathy, prototyping, interaction, and visual design. I approach both design and leadership with a focus on people, establishing empathy for the people who make and the people who use the products and services I help bring to life.

## Retrospective Mode

September 2024 – Present – <https://faseeh.com>

Finding a better version of myself through continuous learning and growth.

- **Personal Projects:** Advancing long-planned personal design initiatives.
- **Polishing Skills:** Enhancing core UX skills, focusing on **visual design, prototyping, usability testing, interaction design, and communication.**
- **Trends & Tools:** Exploring **AI-driven UX, micro-interactions, and SaaS design trends.**

## Sr. UX / UI Designer

*Secure Learning Pvt. Ltd. – Education*

Jaipur | Remote | July 2020 - September 24 - <https://learnindialearn.com/>

- Collaborated with founders and led a team of designers and interns, boosting morale and increasing project delivery speed by 30%.
- Redesigned the **LiL Base App and extensions (SaaS, White-Label)**, improving onboarding by 40% and growing active users by 25%.
- Developed a **style guide and component library**, streamlining collaboration between design and engineering teams.
- Revamped the backend admin section, improving operational efficiency by 35%.
- Took on **Web & Graphic Design** roles, creating marketing materials like **landing pages, websites, presentations, videos, and templates** to support promotions.
- **Assisted the team in front-end development** by applying CSS (Tailwind) and HTML skills to ensure visual aesthetics aligned with design goals.
- **Designed new apps and extensions** to complement existing products, helping the company target new clients and expand its market reach.

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Portfolio : [www.faseeh.com](https://www.faseeh.com)

Behance : [behance.net/faseeh](https://www.behance.net/faseeh)

## Skills

Ethnography, UX Research, User Interview, Survey, Usability Testing, Wireframing, Prototyping, Visual Design, Interaction & Motion Design, Product Design, Design System, Illustration, Front-end Development, SEO

## Tools

Figma, Sketch, Adobe Illustrator, Photoshop, After Effects, Typeform, Google Search Console & Analytics, Ubersuggest, Trello, Miro, Notion, Zeplin, CMS, Wordpress, Drupal,, CSS, HTML,, Bootstrap, Tailwind.

## Education

### *Google UX Design Certificate*

Coursera, February 12, 2022

### [Certificate](#)

### *Diploma in Computer Aided Design*

Edit Institute, Mumbai- 2002 - 2003

### *Bachelor of Arts*

IEC UNIVERSITY, HP - 2015 - 2018

## **Sr. UX / UI Designer**

*Truworth Wellness –Health, Wellness & Fitness.*

Jaipur | December 2018 - July 2019 - <https://www.truworthwellness.com/>

- **Led** a multi-disciplinary design team of UX /UI Designer, graphic, motion, and frontend developers, along with trainees.
- **Designed** new app modules and features, driving a 20% increase in new users.
- **Developed** new website sections and landing pages to promote app features.

## **UX / UI Designer**

*(Joined as Design Team Lead and transitioned to UX Designer - 2013)*

*Neerja Softwares Pvt. Ltd. –Software & Website Developments.*

Jaipur | Hybrid | June 2011 - November 2018 - <https://www.neerjasoftwares.com/>

- **Joined as a Design Team Lead**, overseeing graphic designers, motion designers, frontend developers, and trainees, responsible for website design and development.
- **Transitioned to UX Designer (2013)**, applying UX design principles to new websites and projects, resulting in increased productivity and improved outcomes.
- **Designed and developed** multiple websites, contributing to enhanced user experiences and client satisfaction.

## **Web Designer to Design Lead**

*Worked across multiple companies:*

*Nighthawks, Cyberspace, JIFT, Indiamart Intermesh Pvt.*

March 2002 – April 2011

- Progressed from **Web Designer** to **Design Lead**, taking on increasing responsibilities in **UI/UX design, web development, and graphic design.**
- Designed and developed websites, animations, and marketing materials, contributing to enhanced user experiences and client satisfaction.
- **Led and mentored** junior designers, fostering collaborative environments to deliver high-quality projects on time.