

# Alam Zaki Usaeed (Antik)

UI/UX Designer



Phone

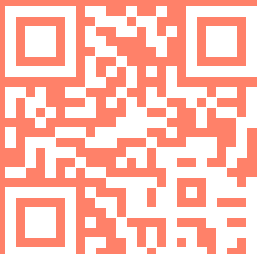
01861246066



Email

usaeed.antik@gmail.com

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uadigi.com

## Profile



I specialize in UI/UX design, crafting seamless digital experiences that prioritize user satisfaction and engagement. With expertise in user research, wireframing, prototyping, and visual design, I deliver intuitive interfaces that enhance user interaction and drive conversion. Thriving in dynamic environments, I collaborate closely with cross-functional teams to ensure the successful implementation of design solutions that meet both user needs and business goals.

## Work Experience

2023 - Current

### Senior UI/UX Designer

Cotton Group  
Bangladesh

As a Senior UI/UX Designer, I spearheaded the design of an in-house inventory system, prioritizing usability for non-technical users. I led the entire UI/UX process, ensuring simplicity and effectiveness. Employing a user-centric approach, I crafted the user flow based on thorough analysis of user personas. Additionally, I optimized the UI for enhanced readability and accessibility across diverse user demographics.

2022 - 2023

### Digital Product Designer

The Social  
Engagement  
Group  
USA

I handled a wide range of responsibilities. As a skilled WordPress developer, I created visually appealing websites that align with client objectives. I also lead website mockup design projects, transforming concepts into captivating visuals. Additionally, I drove email marketing campaigns to boost brand visibility and conversions. Leveraging SEO expertise, I optimized website performance for higher search rankings and increased organic traffic. As a project manager, I ensured successful project delivery and managed IT operations for seamless functionality.

2019 - 2022

### WordPress Web Developer

Finix Infosys  
Bangladesh

As a former WordPress web developer, I specialized in creating custom-designed websites that were visually appealing and user-friendly. With expertise in HTML, CSS, and JavaScript, I tailored digital platforms to meet client objectives. I collaborated closely with clients, implementing responsive design principles and optimizing site performance for an enhanced user experience. Through thorough testing and troubleshooting, I ensured seamless functionality and efficient maintenance. Staying updated with industry trends, I consistently delivered high-quality custom WordPress solutions that exceeded expectations.

## Work Experience

Contd.

2019

Express Shop BD  
Bangladesh

### Customer Service Manager

As a Customer Service Manager, I successfully oversaw a team dedicated to providing outstanding customer experiences. I set and enforced service standards, trained and guided staff members, and effectively resolved escalated issues. Through proactive communication and problem-solving, I consistently ensured high levels of customer satisfaction and achieved performance goals. Additionally, I implemented customer feedback initiatives to drive process improvements, fostering a customer-centric culture and cultivating long-term customer loyalty.

## Education

### Foundations of User Experience (UX) Design

by Google

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### Start the UX Design Process: Empathize, Define, and Ideate

by Google

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### Introduction to Web Design

at BKIICT

### B.Sc. in Radiology & Imaging Tech.

at BUHS

### IELTS 7.5 out of 9.00 scale

at British Council



A lot more to learn

## Skills

Figma



Illustrator



Photoshop



Canva



WordPress



Mailchimp



SEO



PM Tools



## Interests



Gaming



Travel



Music



Photography



Tech