

Shoaib Ashraf

UI/UX Designer & Front End Developer

Amsterdam, Netherlands

shoaibdezigner@gmail.com

+31 684639184

<https://www.linkedin.com/in/shoaib-dezigner>

Portfolio Website

<https://shoaibdezigner.com/>

Professional Summary

I'm a motivated, proactive & enthusiastic UX/UI Designer and Front-End Design with over 3+ years of experience specializing in user-focused web design and mobile applications. I excel in Human-Centered Research, from ideation to prototyping, and have expertise in tools like Figma, Wordpress, and Adobe Creative Cloud. My Master's in Integrated Product Design from Politecnico di Milano complements my practical skills in UX research, UX writing, qualitative research, and quantitative research. I work hard to craft intuitive designs that enhance user experiences.

Professional Experience

UI/UX Designer and Front End Developer: Windgoo BV, Amsterdam

October 2024 - Present

- Led the design and maintenance of the **Windgoo Webshop (B2B & B2C E-commerce – Shopify)**, resulting in a **268%** increase in monthly sales and a **conversion rate** improvement from **0.48% to 1.3%** (Nov 2024), by streamlining website navigation, improving user experience, redesigning product pages and implementing flexible delivery and payment options.
- Contributed to over **€300K** in sales during key shopping seasons, including Halloween, Black Friday, Sinterklaas, and Christmas, driving significant revenue during peak times by designing graphics, banners and promos.
- Enhanced mobile responsiveness, improving mobile traffic from **59% to 81%**, significantly boosting engagement and sales on mobile devices.
- Achieved a **445%** increase in monthly orders, growing from **33 to 180** orders by introducing key features such as promotions, Pick Up From Store, enhanced customer support, and personalized advice calls.
- Overhauled website navigation by categorizing sections and creating a dedicated page for accessories, leading to a smoother user experience and higher customer satisfaction.
- For **B2C** sales and business, integrated **10 premium dealers, 122 Mediamarkt stores and 240 local shops** with the website using locations, pin points and contact information through an interactive map.
- Implemented the **Windgoo Recycling Program** with a dedicated webpage.
- Created custom liquids, and html, CSS to enhance the user interface and improve customer experience in the product pages.
- Designed and developed the **daily sales dashboard** from all channels.
- Installed, managed and maintained inventory with Rapid Logistic through their custom shopify app.

UX/UI Designer: OZI Technology PVT. LTD, Pakistan

June 2021 - June 2024

- Led the implementation of the '**Favorite Driver**' feature for **inDrive in Pakistan**, boosting usability by **20%** and enhancing the customer interaction, user insights, accessibility and business goals
- Designed and optimized the product design experience by **45% for Punjab Pharmacy and Bake Lift apps**
- Spearheaded **end-to-end research & design process**, creative solutions, **UX strategy** and presentation
- Responsible for concept development through innovation, creativity, agile methodology, online marketing, creative marketing, **pixel-perfect designs**, data analysis, branding, UX Analytics, content strategy and AI
- Developed high-fidelity design, product discovery phase, **user research, wireframes, prototypes, user journeys**, user monitoring, and usability testing, with a strong understanding of **UX design principles**, technical feasibility, brand guidelines and user needs, contributing to a **30%** reduction in development time
- Cross-functional collaboration, multidisciplinary team & scrum team to integrate feedback loops, stakeholder alignment and design solution architect leading to **25%** reduction in post-launch

UI Designer (Game Designer): Aladin Studio, Pakistan

Aug 2015 - Feb 2019

- Specialized in game mechanics for **2D & 3D video games** for **Android** and **iOS** platforms
- Designed digital interfaces screens for **100+ FPS**, shooting, accuracy, and hyper-casual games, including screens, splash, gameplay interfaces, popups, in-app purchases
- Invent screenshots, icons, and banners, contributed to a **50%** increase in positive customer focus experience
- Enhanced player journey, resulting in a 30% increase in user retention and a 20% boost in in-app purchases

- Developing applications, visual components, image editing and animation for a variety of apps including lock screen apps, friendly educational apps, puzzle apps, human-computer interaction and design sessions
- Created digital experiences by working under pressure and work independently with product owner, software developers, business process analyst, Internal Portal, employee services & information management.

SKILLS

- User-Centered Design
- Design Thinking
- Problem-Solving
- Interaction Design
- Data-Driven Designs
- Front-End Development
- User Experience Design
- Web Design
- Mobile applications
- A/B Testing
- High Fidelity Designs
- Usability Testing
- User Journey Mapping
- Visual Design
- Figma Design System
- User Interface Design
- Wireframes
- Prototyping
- Figma
- HTML
- CSS
- Adobe Creative Suite
- WordPress
- Shopify

EDUCATION

MSc. Integrated Product Design

Politecnico di Milano, Italy

Feb 2019 - April 2021

Bachelor's in Product and Industrial Design

University of Engineering and Technology Lahore, Pakistan

Sep 2010 - May 2014