

Wayaz Mirza

UX UI / Front-end Designer

Greater New York City Area

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Portfolio:

bingursain.com/wayaz_mirza_portfolio/

Summary

I am a Senior UI UX (User Interface & User Experience Designer) and Front-end Designer, with a proven track record of directing and designing high profile, industry-leading, innovative desktop and mobile applications. My focus and competencies include a design-driven direction, user interface design, user experience design, visual design, iOS design, android app design, web design, graphic design, and animation. I have a vast experience with client and business connections, along with project management, leadership, and business strategy planning as well as consulting.

Senior UX UI Designer, and Front-end Designer

LaundryDate, LaundryDate.com (Under Development)

Dec 2020 - Present

Jersey City, NJ

Lead the design aspect of the entire enterprise business for IOS, Android, & Web

Portfolio: [LINK](#) (Under Development) / (Not Complete Yet)

- Working in an agile environment on multiple, simultaneous desktop and mobile iOS & Android components, designing features and common experiences, defining new patterns and paradigms, along with the making of UI components and assets.
- Low-fidelity to high-fidelity mockup of Udesign. Giving solutions to application flow and wireframing prototypes. Leading discovery sessions with users and stakeholders to define features and interaction, leading to high-fidelity mockups for the design and product development teams.
- Thorough User Experience Research & Implementation on Application Structure for seamless flow.
- Engaging and collaborating with product owners, managers, and development leads to solve complex user and business goals, while empowering excellent, high-quality visual designs, concept models, process flows, sketches and wireframes.

Expertise



Design & Technical Leadership and Direction



Software, Web and Mobile UX/UI Design



Visual, Graphic, and User Interface Design



Digital and Minimal Animation



Client Relations and Management

Senior UX UI Designer, and Front-end Designer

HairAppo, HairAppo.com

Feb 2018 - Nov 2020

Jersey City, NJ

Made the design efforts and execution of the next generation, web-based, management Portfolio:

Portfolio: [IOS LINK](#) - [ANDROID LINK](#)

- Drove and designed low-fidelity mockups, while developing core user experience guidelines, directing and executing the interactive design and collaborating with internal and off-shore front and back-end development teams and business analysts.
- Translated complex app function API requirements into intuitive user-centered experiences and high fidelity prototypes. In addition, I designed the user interface assets, tools, widgets and components throughout entire application, while maintaining a comprehensive UI style guide.
- Produced wireframes, HTML codes, & CSS that contributed to user-centered design (UCD) efforts for web pages.

Design/Tools

Skill

Adobe Photoshop

11 Years Experience

9

Adobe XD

4 Years Experience

8

Figma

3 Years Experience

7

Visual Studio C.

5 Years Experience

8

Jr. UX UI Designer & QA Tester (Android)

CanvsArt, CanvsArt.com

Jul 2017 - Jan 2018

Jersey City, NJ

A Grocery Delivery start-up.

Portfolio: [LINK](#)

- Built a beautiful, user-friendly, & minimal design systems.
- Completed user research to identify opportunities for improving app presence.
- Conducted Quality Assurance tests and took surveys into consideration for an overall best user experience possible with minimal to no bugs.

Junior UX UI Designer

GroceryApp

Nov 2015 - Jul 2017

New York, NY

A Grocery Delivery start-up.

Portfolio: [LINK](#)

- Performed analysis of client business models and worked to deliver a cohesive marketing approach through design of existing and proposed touch points.
- Design and execution of client desktop and mobile websites, along with development of interactive applications, games and animation. Print design of collateral, signage, flyers, brochures and business cards.
- Bolstered brand awareness through visual advertising and marketing, social media, interactive applications and search engine optimization.

Graphic Designer

BGSM, BGSM.co

January 2015

New York, NY

A Grocery Delivery start-up.

Portfolio: [LINK](#)

- Developed artwork and layout for print and digital signage, banners, posters, publications, and flyers.
- Collaborated with the marketing team in visual outlooks for crisp digital marketing and illustrated those objectives accordingly.
- Responsible for day-to-day digital marketing strategies by giving feedback to Marketing on potential prototypes for advertisement approvals.

Education



Saint Peter's
University

2014 - 2018

Bachelor's of Science,
Business
Management

Client Work



Ambitious &
successful to have
been actively working

2015 - 2021