



WELCOME

Hello I am

MAZHAR SHARIF

Strategic UX/UI Design Consultant | Driving Design
Excellence for Seamless Digital Solutions

EMAIL

mazhar.shf@outlook.com

PHONE

+971 (52) 9944059



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PROFILE OVERVIEW

I am a creative enthusiast and a technologist with 15 years of experience in UX & UI Design with the proven know-how to combine creative and usability viewpoints resulting in user-driven high impact digital products design.

I focus my efforts on designing digital products like websites and mobile applications with a spotlight on usability. My broad range of design expertise spans many channels, including an extreme concentration in human-centered design with a strong belief in adding value to user's life.

I approach every project with the same attention and workflow, drawing on my creative talents and UX/UI experience to get the job done right.

KEY SKILLS

UI & UX Design | Design Thinking | Digital Design





BRANDS & CLIENTS

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With 15 years of experience in the digital industry, I have collaborated with a variety of industry-leading brands, helping them develop and refine their digital products.

Through creative problem-solving and a user-centric approach, I have played a key design role in crafting engaging and successful digital experiences.





MY CAREER JOURNEY

Throughout my extensive 15 years in the digital and creative industry, I've taken on multiple roles, consistently delivering innovative and technically robust solutions to clients across the MENA and Asia regions.

Apr 2020 - Now

SR. DESIGN MANAGER

Zams Digital FZE, LLC
Dubai, UAE.

Aug 2018 - Feb 2020

UX/UI DESIGN LEAD (CONTRACTOR)

IBM, Dubai, UAE.

May 2015 - Jul 2018

SR. DESIGNER

Al Alam Solution FZE LLC
Dubai, UAE.

Mar 2014 - Apr 2015

SR. GRAPHIC DESIGNER

STRIET Group JAFZA,
Dubai, UAE.

Nov 2010 - Dec 2013

SR. CREATIVE MANAGER

Converge Technologies (Pvt.) Ltd
Karachi, Pakistan

Sep 2007 - Oct 2010

CREATIVE MANAGER

Manhattan Communications Pvt. Ltd.
Karachi, Pakistan





SKILLS AND EXPERTIES

PROJECT MANAGEMENT

- Research, business/competitor analysis
- Project brief, timeline management
- Leading a team with diverse skills; designers, copywriters, freelancers, animators, programmers
- Presenting ideas and designs to stakeholders and staying focussed under pressure
- Proficient in Jira and Confluence (Project Management Tool)
- Recruiting new designers

DIGITAL STRATEGY & DESIGN

- UX Strategy
- Product Design
- Design Systems & Component Libraries
- Interactive Prototyping
- Usability Testing & Research Driven Design
- User Journeys & Information Architecture
- AI Tools: ChatGPT, Claude, Midjourney, and Figma Make
- Figma & FigJam
- Framer & Webflow
- Jira & Miro
- Hotjar & Storybook