

ABDUL SYED - UX/UI DESIGNER

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EXPERIENCE

Lead UX/UI Designer

Student Project

SEP 2023 – Present Oakville, ON

- Designed intuitive user interfaces for a game to be showcased at GDC 2024 San Francisco
- Collaborated with a cross-functional team to implement user feedback effectively and increased playtime for players by 26%
- Led user testing sessions that identified key areas for improvement, improving the user experience by 15%.

Junior UX/UI Designer

Lighthouse Labs

APR 2023 – AUG 2023 TORONTO, ON

- Developed wireframes and prototypes that successfully communicated design ideas to stakeholders.
- Led the redesign of a user interface enhancing user experience.
- Conducted extensive user research, facilitating data-driven design decisions.

UX/UI Design Intern

QuestTechnology Group

APR 2022 – AUG 2022 TORONTO, ON

- Brainstormed and designed compelling user interfaces to improve user experience
- Assisted senior UX designers with research tasks and the preparation of user testing sessions
- Contributed in enhancing user activity by 17% for the mobile app

TECHNICAL SKILLS

Unreal Engine	Unity Engine	Atomic Design
Adobe After Effects	Design Tokens	Prototyping
Interactivity Design	Adobe XD	User Research
Adobe Suite	Sketch	User Testing
Figma	Scrum	

PROJECTS

Miniature Nightmares

- Led UX/UI design for GDC 2024 horror games, pioneering an original physical controller for interactive gameplay.
- Developed using Unity Engine and Figma and Adobe After Effects

After Hours

- Designed user flows and prototypes to mirror player interactions on a 2D Platformer game.
- Developed in Unity Engine and Figma.

BallUp

- Designed and tested the main interactive user interface of a social media app that connects basketball enthusiasts.
- Developed using Adobe XD, Adobe After Effects and Atomic Design.

EDUCATION

Game Design

Sheridan College

Achieved April 2024

- Degree:** Game Design
- Certification:** Creative and Problem Solving Skills

CERTIFICATES

Google UX Design

Professional Certification

Achieved May 2024

Distributed by Google

- Proficient in UX: empathize, define pain points, ideate, wireframe, and iterate.
- Skilled in research planning, interviews, and usability studies, applying user-centered design, accessibility, and equity principles.