OWAIS BHATT

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OBJECTIVE

Experienced UX/UI Designer with a strong track record of crafting exceptional digital experiences. Specializing in User Experience Research, Design Thinking, and proficient in design softwares like Figma & Adobe XD. Contributed significantly to the renewable energy sector at Solar India and demonstrated versatility in roles spanning digital marketing and web design.

EXPERIENCE

- **Senior UX/UI Designer, Solar India Pvt Ltd, Jammu & Kashmir**   2020 - 2022
  Solar India, a prominent player in the renewable energy sector, collaborates extensively with the government on solar power and sustainable energy projects.
  - Initiated as the sole UX/UI Designer at Solar India, rapidly progressing to lead the design and development team within 1.5 years, culminating in a promotion to Senior UX/UI Designer.
  - Solely designed the Energy Management System (EMS) for Solar India, taking a lead role in conceptualization, design, and implementation.
  - Led the redesign of Solar India's solar power management software, focusing on Maintenance and Diagnostics Software, and Power Monitoring System.
  - Conducted comprehensive user research and market analysis, ensuring alignment with evolving user needs.
  - Collaborated cross-functionally to iterate designs, incorporating feedback, business requirements, and technical considerations.

- **Digital & Media Marketing Manager, PappaGold Inc, Mumbai**   01/2023 - 04/2023
  PappaGold Inc, a distinguished Mumbai-based gold bullion firm, offers secure investment avenues.
  - Led a team of 6 Customer Relationship Executives, implementing standardized procedures and training for lead engagement.
  - Orchestrated a highly successful email marketing campaign, resulting in a 20% click-through rate and a notable boost in customer engagement and product inquiries.
  - Executed effective marketing strategies, optimizing efforts with data-driven insights and achieving a 22% increase in lead conversion rates.

- **Web Designer [Freelance], Neo Art N Glass Pvt Ltd, Mumbai.**   05/2023 - Present
  A versatile conglomerate comprising glass manufacturing, framing, and art supplies segments, committed to innovation and quality.
  - Redesigned web stores and currently leading a comprehensive redesign of the company's primary website.
  - Successfully implemented innovative strategies, including A/B testing for user interface variations, personalized product recommendations, and streamlined checkout processes, resulting in a remarkable 30% increase in website traffic and a 20% boost in conversion rates.
  - Collaborated with cross-functional teams to ensure design alignment with the company's branding and enhance user experience.

PROJECTS

- **Foodie - Streamlined Food Ordering Web App.**
  Foodie is an intuitive app designed for seamless food ordering. With a focus on user experience, the app simplifies search, order placement, and payment. Its vibrant UI and streamlined design ensure a hassle-free dining experience. Future plans include enhancing order tracking for added convenience.
- **Route - Simplifying Highway Journeys with Weather Insights App for IOS.**
  Route is a tailored highway weather app designed to simplify journey planning for bikers. Offering easily understandable forecasts and intuitive features like search, skill-level-specific route forecasts, and a review option, Route becomes an essential companion for safe and informed highway travels.
- **Thunder E-Commerce - Elevating Running Retail.**
  Crafted an e-commerce website for Thunder, a sporting goods company, involved a user-centric journey. From defining Thunder's brand ideals to addressing user preferences, I focused on delivering a seamless experience. The result is an intuitive platform where users can effortlessly find, purchase, and collect curated running products, showcasing Thunder's commitment to expertise and tailored design.
- **PlastiCycle - Transforming Plastic Recycling.**
  In a rapid 48-hour endeavor, I conceived PlastiCycle, an online recycling service bridging the gap between urban unemployment and plastic pollution. Connecting unemployed city dwellers with local vendors, PlastiCycle empowers them to collect reusable plastic, processed using Recycle India Foundation machines. From low-fidelity wireframes to high-fidelity prototypes, I iterated on the business model, creating a sustainable solution that addresses both environmental and social challenges. Grateful for the

experience and eager to continue refining this impactful initiative.

EXPERTISE

- Design Thinking
- UX Research
- Information Architecture
- User Persona
- Journey Mapping
- Usability Testing
- Wireframing
- Prototyping
- Visual Design
- Promt Engineering
- Digital Marketing
- AI Tools
- Figma
- Adobe XD
- Sketch
- Meta Business Suite
- SMM Tools

EDUCATION & CERTIFICATIONS

- **Bachelor of Arts**
  University of Kashmir
  Graduated from the University of Kashmir in 2022, majoring in history.

- **Google UX Design Certification**
  Coursera
  Completed Google's UX Design Certification, enhancing proficiency in user-centric design principles and practical application in creating engaging digital experiences.

- **AI Powered Performance Ads**
  Google Garage
  Attained expertise in AI-powered performance ads through Google Garage, optimizing digital marketing strategies with artificial intelligence.

- **Google Ads Search Professional**
  Google Garage
  Earned Google Ads Search Professional Certification, showcasing strategic planning and execution skills in search advertising campaigns.

- **Prompt Engineering for ChatGPT**
  Coursera
  Completed Coursera's course on Prompt Engineering for ChatGPT, refining skills in crafting effective prompts for precise and contextually relevant AI model responses.