

# Muneeb Parammal

Senior UI / UX Designer | UI Developer | Digital Designer

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Senior UI/UX Designer with 12+ years of experience delivering user-centric designs for mobile and web applications. Proven expertise in collaborating with offshore clients and cross-functional teams to create visually engaging, technically sound user interfaces. Specialized in enterprise software and app design, with a diverse portfolio spanning industries such as government, healthcare, aerospace, and real estate. Strong background in development allows for seamless integration of design with technical requirements.

## Work Experience

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### Senior UI / UX Designer

Techcarrot

Apr 2021 - Present

In my role as a Senior UI/UX Designer at techcarrot, I took charge of leading design projects, establishing robust design systems, and mentoring team members. I conducted comprehensive user research, playing a pivotal role in implementing a new visual language and branding for company-wide marketing materials, ensuring global consistency across all platforms. My responsibilities included:

- Crafting wireframes, prototypes, and visual mockups while actively collaborating with clients to gather requirements and feedback.
- Bringing extensive expertise in building atomic design systems to ensure consistency and scalability across digital products
- Conducting in-depth usability testing and analyzing user insights to iteratively refine and enhance designs.
- Leading and facilitating design workshops, brainstorming sessions, and stakeholder meetings to foster creativity and align vision.
- Providing mentorship and guidance to junior designers, ensuring the delivery of high-quality, user-centered design solutions.
- Collaborating closely with cross-functional teams, including product managers, developers, and business stakeholders, to align design strategies with business objectives.
- Creating interactive prototypes to demonstrate user flows and design interactions, enhancing the overall user experience.
- Conducting competitor analysis and market research to identify trends, best practices, and innovative solutions for UI/UX improvements.

### Key Projects

#### ONE Sobha App (Sobha Realty)

Mobile Application UI/UX Designing  
Back Office UI/UX Designing  
Landing Page UI UX Design

Abu Dhabi Department of Economic Development  
SME Portal UI/UX Designing

#### MAWARED Ajman App

(Department of Human Resource)  
Mobile Application UI/UX Designing  
Back Office UI/UX Designing

Kula Community Management App  
(Techcarrot Product)

Mobile Application UI/UX Designing  
Back Office UI/UX Designing

Abudhabi Airports - Terminal Operation Portal  
Web Portal UI/UX Designing

#### GANS (YAS Holding)

Mobile Application UI/UX Designing  
Back Office UI/UX Designing

#### OSN

Website UI/UX Designing, UI Development

#### ARADA

Website UI/UX Designing, UI Development

AI Ghurair

Intranet Portal UI/UX Designing

## Digital Designer & Front-end Developer

Stryxsports

Sep 2019 - Mar 2021

In my role as a Creative Digital Designer and Front end Developer, I led our UI/UX and digital marketing projects from start to finish, focusing on making things easy and intuitive for users. I was hands-on in creating designs that not only looked good but also functioned well for our projects and brand. I worked diligently to maintain our brand's consistency across all mediums by creating and adhering to design guidelines. I took charge of ensuring our websites were visually appealing and user-friendly.

- Conceptualized and executed captivating digital designs for online channels, including websites, social media platforms, and digital advertising campaigns, fostering increased brand visibility and engagement.
- Crafted compelling marketing campaign designs aligned with strategic objectives, driving brand recognition and customer engagement.
- Led UI/UX design efforts for multiple sports websites, tailoring user experiences to specific sport audiences, resulting in enhanced user satisfaction and retention.
- Ensured brand consistency across all websites by meticulously adhering to established brand guidelines and visual identity standards.
- Developed visually appealing and functional designs for each website, prioritizing intuitive navigation and responsive layouts to optimize user experience.
- Collaborated closely with content creators to produce engaging and relevant content, managing content updates to ensure freshness and relevance.
- Facilitated cross-departmental collaboration with marketing, product management, and IT teams, aligning design efforts with overarching business objectives.

### Key Projects

#### Stryxsports

Website UI/UX Designing  
Website Development

#### DFA Leagues

Website UI/UX Designing  
Website Development

#### Barcelona Academy Dubai

Website UI/UX Designing  
Website Development

#### EDM Campaign

Emailer Design and Development

#### NBA Basketball School UAE

Website UI/UX Designing  
Website Development

#### Barca Academy Dubai

Branding

#### NBA School UAE

Event Branding

## UI UX Designer & UI Developer

Web Design 366

Jul 2018 - Aug 2019

## Digital Designer & Front-end Developer

Stryxsports

Sep 2019 - Mar 2021

## Web & Graphic Designer

MoIAT - Ministry of Industry and Advanced Technology

Jan 2015 - Jun 2018

## Web & Graphic Designer

Greenlemon

Oct 2013 - Oct 2014

## Web & Graphic Designer

IOSS - Infinite Open Source Solutions

Jun 2011 - Sep 2013

# Training & Certifications

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- Master Digital Product Design: UX Research & UI Design - 2024
- GenAI Fundamentals for UX Designers + Researchers - 2024
- Building Design System in Figma from Scratch - UI UX Mastery - 2024
- Axure RP 8 - Comprehensive training for UX Design - 2024
- Google UX Design - Coursera - 2022
- Create High-Fidelity Designs and Prototypes in Figma - Coursera - 2023

# Education

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## **Bachelor of Science in Visual Communication**

Bharathiar university (2013 - 2016)

## **Diploma in Web and Graphics**

Otwo web academy (2010 - 2011)

# Skills

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- Proficiency in UI design tools like Figma, Adobe XD or Sketch.
- Experience in prototyping with tools such as InVision or Axure.
- Strong grasp of design principles, typography, Design system, and color theory.
- Ability to conduct user research and usability testing.
- Skill in wireframing and low and High fidelity prototyping.
- Expertise in interaction design and responsive design.
- Good understanding of HTML and CSS (Sass), Java script, jQuery for UI development.
- Knowledge of accessibility standards (WCAG) and inclusive design.
- Experience with animation to enhance user engagement.
- Design thinking and problem-solving abilities.
- Excellent collaboration skills, working effectively with cross-functional teams.
- Proficiency in the iterative design process, incorporating feedback to refine designs.
- Strong background in digital design principles and practices.
- Attention to detail and adaptability in fast-paced environments.
- Video editing skills using software like Adobe Premiere Pro or After Effects.

# Tools

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- Figma
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Adobe After effects
- Adobe Premiere
- Sketch
- Invision
- Zeplin
- Visual Studio
- FigJam
- Axure RP
- Jira
- Trello
- Asana
- HTML5, CSS, SASS
- jQuery, Java Script