

Salman H

SR. UI/UX DESIGNER

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PROFESSIONAL SUMMARY

Sr.UX/UI designer, creating visually captivating and user-friendly digital experiences. Specializes in user-centered design, interaction design, and usability testing. Dedicated to enhancing user engagement and driving business impact. Proficient in industry-standard tools such as Figma, Adobe XD, Sketch, Illustrator, and front-end collaboration platforms. Passionate about delivering seamless designs for web and mobile platforms. Focuses on detail and creativity to consistently deliver intuitive designs that prioritize user satisfaction.

WORK HISTORY

HerKey (formerly JobsForHer) - Sr. UI/UX Designer

Bengaluru, Karnataka

07/2021 - 08/2025

- Led the redesign of the platform UI, increasing user engagement by 35%
- With a toolkit full of Figma, Adobe XD, Visual Design Illustrator, Wireframe and Sketch, transforming big ideas into smooth, interactive experiences—from initial sketches to high-fidelity prototypes.
- Developed and maintained a design system ensuring consistency across web and mobile
- Led the revamp of the Business Zone (Employer, Partner, Ally) to enhance user experience and engagement
- Improved UI clarity and navigation, making it easier for employers to explore and purchase packages
- Redesigned pricing and feature comparison for better decision-making, increasing conversion rates
- Conducted usability testing and UX research, optimizing the onboarding experience
- Collaborated with product managers, engineers, and stakeholders to enhance usability

Current Responsibilities – Sr. UI/UX Designer at HerKey

- **Redesigning core platform modules** (e.g., Business Zone, pricing pages, onboarding) to improve usability, engagement, and conversions.
- **Designing and prototyping new features** using tools like **Figma**, including wireframes, high-fidelity mockups, and interactive flows.
- **Maintaining and evolving the design system** for consistency across all products (web and mobile).

SKILLS

- User-Centered Design (UCD)
- Interaction Design
- Usability Testing
- Wireframing & Prototyping
- Design Systems
- A/B Testing
- UX Research
- Responsive Design
- Visual Storytelling
- Figma
- Adobe XD
- Sketch
- Usability testing
- Wireframing and prototype design
- Visual design
- Prototyping
- Interaction design
- User research
- Wireframing
- Accessibility design
- Storyboarding
- Adobe creative suite
- Figma expertise
- Responsive design
- Design systems

EDUCATION

Cavalier Animation And Media College
Bangalore

- **Conducting UX research and competitor analysis** to inform design decisions and enhance user journeys.
- **Collaborating cross-functionally** with product managers, developers, and business stakeholders to align design work with product strategy.
- **Improving platform navigation and visual clarity**, especially in data-heavy areas such as dashboards, package listings, and session flows.
- **Iterating designs based on feedback and usability testing**, focusing on user pain points and business goals.
- **Designing UI for marketing and engagement features**, like session carousels, post creation modules, reminders, and community interactions.
- Supporting **mobile-first design decisions**, as a majority of HerKey's traffic comes from mobile users.

AiKnow Labs - UI/UX Designer

Bengaluru, Karnataka

08/2019 - 07/2021

- Designed AI-driven dashboards for fintech
- Created wireframes and high-fidelity prototypes for enterprise applications
- Conducted competitor analysis to refine UX strategies
- Dashboard Design (B2B, Fintech, Enterprise)
- Data Visualization (Bar, Line, Pie, Heatmaps, KPIs)
- Interactive Charts & Graphs
- Information Architecture for Analytics Platforms
- UX for Data-heavy Applications
- Responsive Dashboard Layouts
- Visual Hierarchy & Clarity in Dashboards
- Tooltips, Hover States, and Micro-interactions
- Design Systems for Analytics Interfaces
- Competitor Benchmarking for Dashboard UX
- Collaboration with Data Analysts & Engineers
- Prototyping Dashboards (Figma, Adobe XD)
- Usability Testing for Data Interfaces

Xelpmoc Design and Tech Limited - UI/UX Designer

Bengaluru, Karnataka

08/2018 - 08/2019

- Designed mobile-first user interfaces for startup clients
- Conducted UX research and market analysis to enhance product usability
- Created wireframes and high-fidelity prototypes for enterprise applications
- Conducted competitor analysis to refine UX strategies
- Dashboard Design (B2B, Fintech, Enterprise, Healthcare)
- Responsive Dashboard Layouts

BSc: Animation and Graphics

I specialize in Graphics, animation, interactive technology, and visual effects.

CERTIFICATIONS

Foundations of User Experience (UX)
Design - Google

Human-Computer Interaction (HCI) -
Coursera

- Visual Hierarchy & Clarity in Dashboards
- Tooltips, Hover States, and Micro-interactions
- Design Systems for Analytics Interfaces
- Collaboration with Data Analysts & Engineers
- Prototyping Dashboards (Figma, Adobe XD)

Techl33t Infosystems Private Limited - UI/UX Designer

Bengaluru, Karnataka

07/2017 - 07/2018

- Designed UI elements for web and mobile applications
 - Assisted in front-end development to ensure seamless design implementation
 - Developed wireframes and prototypes to effectively communicate design ideas to stakeholders and team members.
 - Collaborated with developers to implement responsive design, improving accessibility on various devices.
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COLLABORATION DEVELOPMENT

- Agile & Scrum Methodologies
 - Cross-functional Team Collaboration
 - Figma Component Libraries & Design Systems
 - HTML, CSS (for better design-developer collaboration)
 - Slack, JIRA & Asana Project Management Tools
 - Created visually compelling and brand-aligned **PowerPoint presentations** for internal reviews, product demos, stakeholder pitches, and external communications.
 - Gather all the information in **Excel Format**
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AWARDS

Star of the Quarter - AMJ Quarter 2024

OTHERS

- User Interviews & Surveys
- A/B Testing & Heatmap Analysis
- Behavioral Analytics (Google Analytics, Clevertap)
- Competitor Analysis
- Usability Testing & Feedback Analysis