MOHAMED SIRAZUL MILLATH

Senior Designer (UI/UX) | Certified Usability Analyst (CUA™)
Google UX Design | Adobe Certified Expert Design Master

www.sirazulmillath.com
sirazmillath@hotmail.com
+971-544-395-395

With over 13+ years as a Senior Designer and Adobe Certified Expert, I specialize in the creative industry. My strength lies in conceptualizing innovative ideas for brands, transforming ideas into impactful messages that resonate with the intended audience and delivering timely communication.

I'm in pursuit of a dynamic and innovative organization that fosters personal, career, and creative advancement. My profound passion for art, design, technology, interconnectivity and learning fuels my professional journey.

What I can do

Visual design, UI Animation, UI Patterns, UI Component, Visual Hierarchy, User Research, Information Architecture, Wireframing, Prototyping, Interaction Design, Iconography, Usability Testing, Front-End Development, Graphic Design, Mendix UI, Accessibility, Adaptability, etc.,

Whom I've worked with

Senior Designer (UI/UX) — June 2023 to Present
Omnix International LLC, Dubai, United Arab Emirates.
Lead the comprehensive UI/UX process from conceptualization to execution, ensuring seamless implementation across diverse projects including those involving government entities.

Senior Designer (UI/UX) — May 2016 to May 2023 (Outsourced)
Roads and Transport Authority (RTA), Dubai, United Arab Emirates.
- Crafting design process (analyzing and gathering user data, finding pain points, personas, ideation techniques, etc.) to create a best user experiences for every products.
- Plan, execute, and analyze usability test for proposed design and recommend UI/UX design improvements to support brand strategic initiatives and updates.
- Built a prototype for product to represent a compelling user experience, and create a high-fidelity design to represent the final output for digital products.
- Creating user interface design, developer guidelines as well as detailed schematics of user journey and interactions to assist the development team.
- Work collaboratively with the internal and external customers to make sure of implementing and maintaining the brand guidelines.
- Incorporate business requirement in the design specification without sacrificing the product experience.
- Develop brand strategy for positioning, campaigns, segmentation & materials to build a strong brand image throughout the region.

Senior Graphic & Web Designer — October 2010 to October 2015
M2B World Asia Pacific Pte. Ltd., Singapore.
- Develop creative design concept that meets the business objectives of the organization that advance the brand strategy.

hfi Certified
Usability Analyst
CUA™

Google
UX Design
Certificate
Certificate of Completion

UX CERTIFIED

CERTIFIED EXPERT
Design Master

CERTIFIED EXPERT
Acrobat XI

Certified Expert
PHOTOSHOP® CC

Certified Expert
INDESIGN® CC

Certified Expert
INDESIGN® CC

- Producing breakthrough creative ideas from concept to completion, that's on target and gets results
- Leading strategic digital experience design and collaborate with the developer to craft high quality user experience design across web, mobile, and smart TV (which includes **Sony, LG, Panasonic,** and **Samsung).**
- Developing creative briefs by gathering information to clarify design problems.
- Supervise and inspire the creative team of vendor partners; generate multiple concepts for a campaign or project.
- Responsible for print and pre-press service specifications, purchasing, approvals and quality control.

Multimedia Lab Tutor — August 2008 to August 2010
The New College of Arts & Science, Chennai, India.
- Lectured on visualization skills through traditional and digital methods.
- Maintain expertise in subject area and recommend improvements in curriculum.
- Providing information to students about the software via phone or by messenger.
- Motivate students to actively participate in all aspects of the educational process.
- Participate in college retention initiatives by providing regular, accurate, and timely feedback to students and the college concerning academics, behavior, attendance, etc.

Graphic Designer — August 2006 to January 2008
ClixLive Design Studio, Chennai, India.
- Designed customer-focused, interactive, print and broadcast communications, including websites, social media, e-marketing, corporate identity, sales collateral, trade shows, direct mail, signage, presentations and POS.

Where I studied

Master of Science (M.Sc.) Electronic Media — 2008 to 2010
St. Thomas College of Arts & Science, (University of Madras), Chennai, India.

Bachelor of Science (B.Sc.) Visual Communication — 2005 to 2008
The New College of Arts & Science, (University of Madras), Chennai, India.

What I've achieved

HFI Certified - Certified Usability Analyst (CUA™)
Google Professional UX Certification
Online UX Certified (www.uxtraining.com)
Adobe Certified Expert, Design Master CC
Adobe Certified Expert, Photoshop CC
Adobe Certified Expert, Illustrator CC
Adobe Certified Expert, InDesign CC
Adobe Certified Expert, Acrobat XI
Adobe Certified Expert, Digital Publishing Suite

sirazmillath@hotmail.com
+971-544-395-395

🌐 www.sirazulmillath.com - my portfolio
in www.linkedin.com/in/sirazmillath - my linkedin profile