

Muhammad Ali Nawaz Adil

Senior UI / UX Designer | Front-end Developer | Visual Designer

Abu Dhabi, UAE | +971526089116 | www.alinawaz.ae | alinawaz@outlook.com

With over 20 years of experience in mobile and web design, my background offers a deep dive into the world of UI/UX. Throughout my career, I've had the privilege of collaborating with numerous offshore clients, delivering beautiful, pixel-perfect user interfaces and websites. My journey includes significant projects with SiteCore, Oracle & SharePoint, and I've proudly served UAE Government Companies through Injazat as a Senior UI/UX Designer.

Work Experience

Senior UI / UX Designer

Finance House, Abu Dhabi, UAE

Nov 2022 - Mar 2024

In my role as the Design Studio Team Leader, I led our UI/UX 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. I also contributed to transforming our designs into functional features. I also worked on enhancing the user experience for new UAE's Digital Bank Mobile App and two Financial Apps, aiming to improve user satisfaction and engagement before leaving the company.

Key Projects:

- UAE's New Digital Bank
 - Website UI/UX designing with Front-End Development,
 - Mobile Application UI/UX Designing
 - Corporate Brand Guideline
- Financial Mobile App
 - Mobile Application UI/UX Designing
 - Corporate Brand Guideline
- Marketplace Mobile App (For Freelancers & Businesses)
 - Mobile Application UI/UX Designing
 - Mini Brand Guideline

Note: All these websites and mobile applications are currently in the final testing phase, poised for their official launch. Due to their pending release, I'm unable to disclose specific names or provide direct links at this time.

- Product Campaigns:
 - Gold Loan ([Link](#))
 - Forsa
 - Sulfah
 - Accident-Free Day ([Link](#))
 - Al-Rabeh Guarantee
 - Vault Credit Card

Web Strategist & Senior UI / UX Designer

Core 42 (formerly Injazat), Abu Dhabi, UAE

Jul 2011 - Oct 2022

At Injazat, my role encompassed leading design projects, establishing design systems, mentoring team designers, and conducting comprehensive user research. I played a pivotal role in implementing a new visual language and the branding of company-wide marketing materials. This effort spanned globally across all platforms, ensuring the accuracy and consistency of our branding across all projects. My responsibilities included:

- Designing wireframes, prototypes, SharePoint MasterPage, and visual mockups while directly interacting with clients to capture their requirements and feedback.
- Collaborating closely with the development team to refine UI designs and translate prototypes into front-end code, enhancing user interface and experience.

Key Projects:

Web / Portal Applications

- Injazat Website
 - 2022 – Sitecore ([Link](#))
 - 2018 – WordPress
 - 2016 – SharePoint ([Link](#))
 - 2012 – SharePoint ([Link](#))
- Injazat GITEX Portal ([Link](#))
- Injazat Apps Center ([Link](#))
- Injazat Time Capturing System ([Link](#))
- FANR - Intranet Portal
- ADSB - Corporate Website ([Link](#))
- ADSB - Al Barza Intranet Portal ([Link](#))
- EBDAA - Al Ain Municipality Portal ([Link](#))
- ADNOC - Performance Tool Portal
- ADNOC - Innovation Tool Portal
- DoH Insurance Portal
- Manafth - Intranet Portal
- National Lab - Intranet Portal
- Image Nation - Intranet Portal

- DoF - Intranet Portal
- ADEC - eSIS & Tasjeel Portal ([Link](#))
- Emirates LNG Intranet Portal ([Link](#))
- Arab Monetary Funds – Java Project ([Link](#))
- ADWEA – Meeting Portal ([Link](#))

Mobile Applications ([Link](#))

- ADSSC
- ADFCA - Smart Govt Initiative App ([Link](#))
- ADM Building Permit Application
- HAAD
- Injazat Corporate App
- AWQAF - Ramzan Application
- iEvent - Al Ain Municipality – AAM

Corporate Branding

- Injazat 2022 ([Link](#))

Email Designs ([Link](#))

Senior Web Designer Team Leader

eSoul Consultancy Services Pvt. Ltd., Sindh, Pakistan

Aug 2008 - Jun 2011

Web Designer & Web Marketing Consultant

eing Tech SMC Pvt. Ltd., Sindh, Pakistan

Jan 2006 - Aug 2008

Web / Graphics Designer

Hansons, Sindh, Pakistan

Jan 2005 - Sep 2005

Training & Certifications

- **Web-based Development course from APTECH Computer Education**
ASP 3.0 and SQL Server & MS Access 2003
- **Expert Beginner Photography Certification**
- **Prolight 1 (Studio Photography) Certification**

Education

Bachelor's in Computer Sciences

Muhammad Ali Jinnah University (MAJU), Sindh, Pakistan
Year 2011

Skills

- Web & Mobile UI/UX Designing,
- Front-End Development - HTML / CSS Coding (Experienced)
- Branding & Corporate Identity / Visual Guidelines,
- Wireframing / UX Designing
- UI Prototyping,
- Collaborate with back-end web developers to enhance designing,
- On Board Consultancy for Offshore / International Clients,
- Requirement gathering, analysis, development, implementation, training, online end-user support

Excellence Awards

- **SZABIST Software and Programming Competition 2008**
as Web Designer | Position: 1st position | Website: University Management System
- **Cyber Net Pro Quest 2005**
as Web Designer | Position: 2nd position | Website: Defense Day
- **Best of Pakistan 2003 Website Competition**
as Web Designer | Position: Runner's Up | Website: PAK View 2003