

Muneeb Parammal

Senior UI / UX Designer | Product Designer | Digital Designer | UI Developer

Dubai, UAE | +971 56 743 3020 | <https://muneebparammal.com> | muneebbyfc@gmail.com

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, aviation, and real estate. Strong background in development allows for seamless integration of design with technical requirements. Experienced in company event branding, social media creatives, digital campaign designs, preparing impactful presentations, creating logos, and designing various print materials.

Work Experience

Senior UI / UX Designer / Digital Designer

Techcarrot

Apr 2021 - Present

As a Senior UI/UX Designer at techcarrot, I led end-to-end design initiatives across digital platforms, focusing on crafting user-centric experiences that align with business goals. I played a key role in establishing scalable design systems and visual standards, while also mentoring junior designers and collaborating with cross-functional teams.

- Gathered user and business requirements, translated them into user flows and sitemaps, and developed wireframes and high-fidelity UI mockups using Figma
- Built and maintained atomic design systems to ensure consistency, efficiency, and scalability across web and mobile products.
- Created interactive prototypes and design specifications to support seamless handoff to development teams.
- Conducted usability testing, competitor analysis, and UX audits to uncover insights and continuously improve design solutions.
- Led ideation workshops, stakeholder presentations, and collaborative brainstorming sessions to align design direction and business objectives.
- Delivered branding and marketing visuals including social media graphics, event branding, presentations, print materials, and custom iconography, ensuring a unified visual language across platforms.
- Provided mentorship and design reviews to ensure quality and adherence to best practices across the design team.

Key Projects

Sobha Realty

ONE Sobha App - Mobile App UI/UX Design
Back Office Portal UI/UX Design

ARADA Properties

Websites, Web Apps - UI UX Design

Techcarrot

Kuula - Real estate community management Product
UI UX Design

Abudhabi Airports

Terminal Operation Portal - UI/UX Design

Etihad Airways

Timesheet System - UI/UX Design

Department of Economic Development Abu Dhabi Govt

SME Champion Portal - UI/UX Design

Industrial Development Bureau Abu Dhabi Govt

Industrial Entity Portal - UI UX Design

Accountability Authority Abu Dhabi Govt

AL Mersad, AI Driven Audit Management System - UI/UX Design

Mediclinic

Intranet Portal - UI UX Design

HealthHub by Al-Futtaim Clinics

Website Revamp - UI UX Design

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.

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

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

Certifications

- 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

Bachelor of Science in Visual Communication

Bharathiar university (2013 - 2016)

Diploma in Web and Graphics

Otwo web academy (2010 - 2011)

Skills

- Proficient in UI design tools such as Figma, Adobe XD, Sketch, and Adobe Illustrator for creating high-quality user interfaces and graphic elements.
- Skilled in prototyping using tools like InVision, Axure, and Figma prototypes, developing both low-fidelity wireframes and high-fidelity interactive mockups that clearly demonstrate site functionality.
- Strong understanding of design principles, including typography, color theory, layout, and design systems to ensure cohesive and user-friendly designs.
- Experienced in conducting user research, usability testing, and gathering user requirements through collaboration with product managers and engineers to inform design decisions.
- Expertise in interaction design, responsive design, and creating micro-interactions, animations, and transitions to enhance user engagement (using tools such as Adobe After Effects).
- Knowledgeable in HTML, CSS (Sass), JavaScript, and jQuery, facilitating effective collaboration with developers and supporting UI development.
- Well-versed in accessibility standards (WCAG) and inclusive design to create accessible and compliant user experiences.
- Ability to create original graphic designs including logos, icons, and visual assets using Adobe Photoshop, Illustrator, and other graphic tools.
- Strong design thinking and problem-solving skills to address UX challenges and improve workflows.
- Effective communication and collaboration skills, working efficiently with cross-functional teams and stakeholders to gather feedback and iterate designs.
- Experienced in the iterative design process, incorporating user feedback to continuously refine and enhance product interfaces.
- Attention to detail and adaptability in fast-paced, evolving environments.
- Video editing and motion graphics skills using Adobe Premiere Pro and After Effects to support multimedia content creation.

Tools

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|-----------------------|------------------|---------------------|-----------------------|
| ▪ Figma | ▪ Adobe Premiere | ▪ Visual Studio | ▪ HTML5, CSS, SASS |
| ▪ Adobe XD | ▪ FigJam, Miro | ▪ Axure RP | ▪ jQuery, Java Script |
| ▪ Adobe Photoshop | ▪ Sketch | ▪ Microsoft Clarity | ▪ ChatGPT, Gemini |
| ▪ Adobe Illustrator | ▪ Invision | ▪ Jira | ▪ UX Pilot, Uizard |
| ▪ Adobe After effects | ▪ Maze, Clarity | ▪ Asana | ▪ Notion AI |