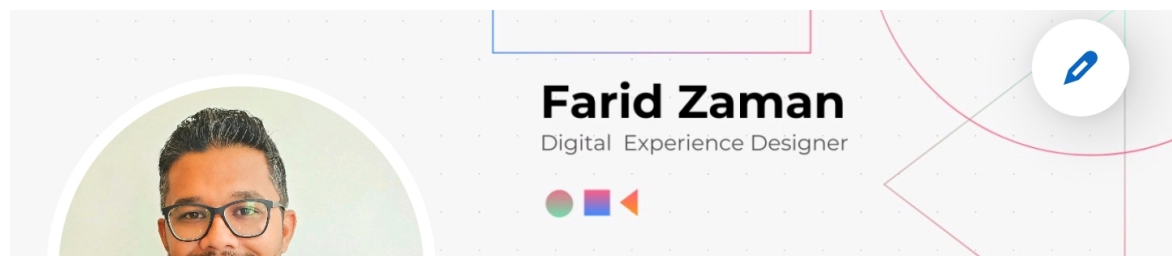


FARID ZAMAN.



UX PORTFOLIO

YEAR 2024



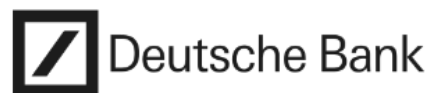
Farid Zaman
Digital Experience Designer

Farid Zaman

21150 Connections

Georgia Institute of Technology

Companies



ABOUT ME

With over 12 years of dedicated experience in the realm of UI UX design, I bring a wealth of expertise and a passion for crafting exceptional digital experiences. Throughout my career, I have had the privilege of working on a diverse range of projects spanning various industries, from startups to Fortune 500 companies.

My journey as a UI/UX designer is defined by a relentless pursuit of innovation and creativity. Beyond aesthetics, my approach to UI/UX design is deeply rooted in strategy and user-centric principles. As a seasoned professional, I understand the importance of collaboration and effective communication in achieving project success.

SKILLS

UX RESEARCH

- User Interviews
- Surveys / Questionnaires
- Card sorts
- A/B tests
- Web Analytics

UX METHODS

- Heuristic Evaluation
- Information Architecture
- Persona Creation
- Contextual Enquiry
- User Journey Mapping
- Paper Prototype
- Wireframe

DESIGN TOOLS

- Adobe XD
- Figma
- Adobe Photoshop
- Adobe Illustrator
- Sketch
- InVision

- **Senior UI UX Designer**
Yomly (Previously EmiratesHR)
Dubai, UAE
- **Lead UX Designer**
Dubai Islamic Bank
Dubai, UAE
- **Lead UX Consultant**
Mercedes-Benz R&D India
Bangalore, India
- **Senior UX Designer**
World Bank Group
Bangalore, India
- **UX Designer**
Deutsche Bank
Bangalore, India

EXPERIENCE

I have successfully delivered and managed more than 40 UX projects ranging from web site to web applications, cms based large corporate websites or complex banking data applications for mobile and tablets. This projects are successfully delivered by following highest standard of execution and best UX practices, from stakeholder interview, user reasearch, persona creation to wireframe design and usability testing.

ORGANIZATIONS



Dubai Islamic Bank



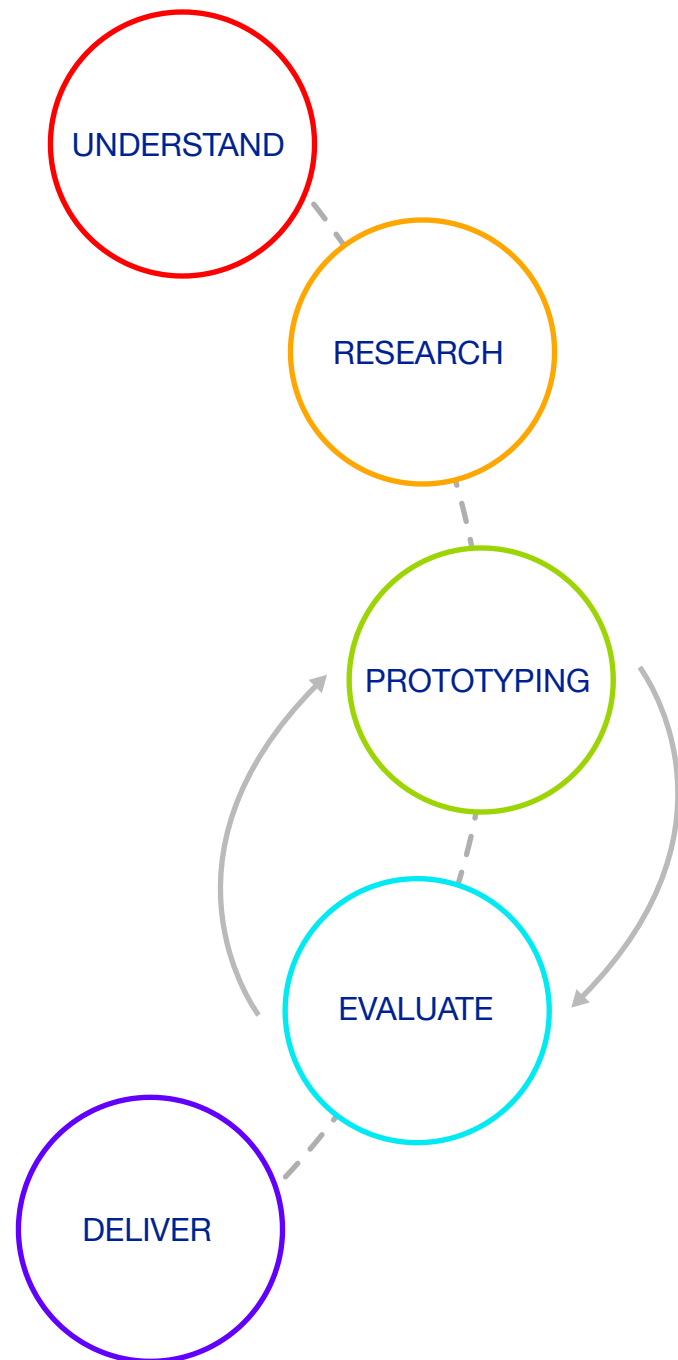
Mercedes-Benz



World Bank Group



Deutsche Bank



PROCESS

01 UNDERSTAND

Understand the project from product owner and other stakeholders on business requirement and analyses it for why, what, when of the project, technologies and limitations.

02 RESEARCH

Start with who(users), what(issues) and how(solutions) from user research using all UX Research methodologies. Persona creation and User Journey Mapping.

03 PROTOTYPING

Low-fidelity prototypes start as hand-drawn sketches, High-fidelity prototypes are a step up from low-fidelity prototypes.

04 EVALUATE

Evaluate design with stakeholders and UAT team to obtain feedback and conduct usability testing with real users.

05 DELIVER

Deliver Complete design with visual designs, style guide and other product deliverables

CASE STUDIES

The completed UX projects showcases my commitment to delivering exceptional user experiences across diverse industries. For instance, in a recent project for a HR application, we reimagined their mobile app, resulting in a 40% increase in user engagement and a 25% reduction in support calls. In **Dubai Islamic Bank** project, I overhauled a digital banking client onboarding, simplifying the onboarding process with document OCR technology, and opened 10K individual accounts in first 6 months. My work with **World Bank Group** business event manager redesigning, which significantly improved their 300+ users day to day task. Each project reflects my expertise in user research, prototyping, and iterative testing, ensuring that the final product not only meets but exceeds user expectations. These successes demonstrate my ability to create impactful, user-centered designs that drive tangible business results.

Note: This projects are relevant for their industry and devices.

01

YOMLY



HR Application

Transform your Emirates HR experience to Yomly with intuitive redesign, enhancing efficiency and user satisfaction.

02

NEW TO BANK



DUBAI ISLAMIC BANK

Customer onboarding journey design for new customers for the bank.

03

BEM PORTAL REDESIGN



WORLD BANK GROUP

Redesign Business Event Manager for International Finance Corporation (IFC).

HR APPLICATION

Date: October, 2022

Platform: Cross-Platform **Framework:** Flutter

CHALLENGES

Redesigning EmiratesHR mobile app had several challenges, including maintaining consistency with the existing design while introducing refreshed Yomly design elements. Ensuring seamless navigation and usability across different screen sizes and devices is crucial, as is addressing user feedback and integrating new features without overwhelming the user experience. Optimizing performance to enhance user engagement are key considerations

WHAT I DID

- Stakeholder Interview
- Creating user journey and stories
- Information Architecture
- Low-fidelity Prototype
- High-Fidelity Prototype
- Visual Design
- Design Guide for developers

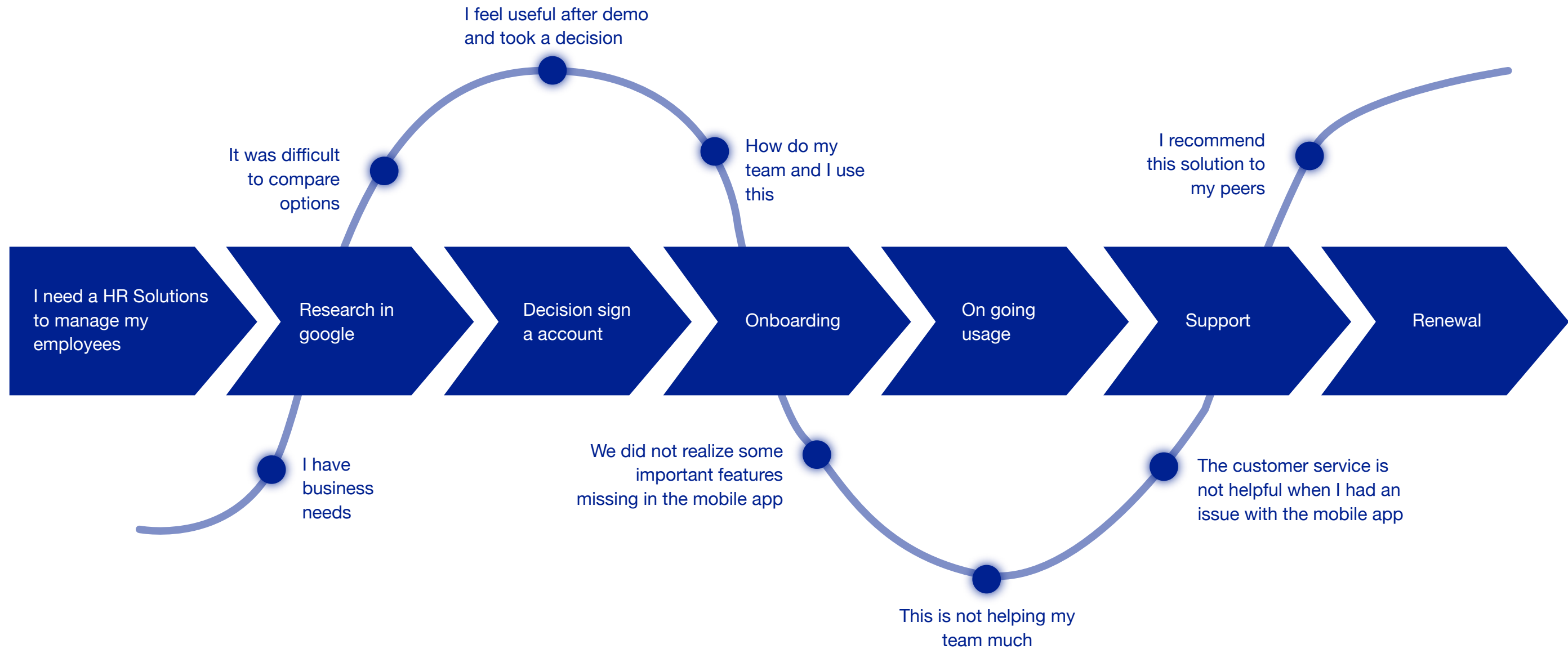


STAKEHOLDER INTERVIEW

1. What are the primary goals and objectives of redesigning the app?
2. What pain points or challenges have users experienced with the current app?
3. How does the app currently integrate with other HR systems within the organization?
4. What are the key performance indicators (KPIs) or metrics that you use to measure the effectiveness of the app?
5. What criteria will be used to determine its impact on user satisfaction and organizational goals?



USER JOURNEY MAP



USER PERSONA 01



PERSONAL DETAILS

Name: Abbas Mohammed

Age: 31

Designation: HR Admin

Education: Graduate

GOAL

- Efficient Administration
- Compliance
- Employee Engagement
- Data Management

PAIN POINTS

- Time Constraints: Abbas often faces time constraints due to the volume of HR tasks.
- Compliance Complexity: Keeping up with changing HR regulations and compliance requirements can be challenging.
- Data Overload: Managing HR data and analytics manually can be overwhelming and time-consuming.
- Employee Engagement: Maintaining high levels of employee engagement and satisfaction poses a challenge, especially in a dynamic work environment.

NEEDS

- User-Friendly Tools: Abbas needs user-friendly HR tools and software that simplify complex tasks and processes.
- Compliance Support: He requires resources and guidance to ensure that HR practices align with legal regulations and compliance standards
- Data Insights: Abbas seeks tools and resources that provide actionable insights and analytics to inform HR decisions.

PERSONA SUMMARY

Abbas Mohammed is a dedicated HR Administrator who is passionate about streamlining processes, ensuring compliance, and enhancing employee engagement within his organization.

USER PERSONA 02



PERSONAL DETAILS

Name: Sarah Alyfiah

Age: 36

Designation: HR Manager

Education: MBA HR

GOAL

- Efficient Workflow
- Employee Satisfaction
- Compliance
- Talent Acquisition
- Data-Driven Decisions

PAIN POINTS

- Time Constraints: Sarah struggles to manage her workload effectively due to time constraints and competing priorities
- Complex Processes: She finds existing HR systems and processes cumbersome and difficult to navigate, leading to frustration and inefficiency.
- Compliance Challenges: Keeping up with constantly changing regulations and compliance requirements poses a significant challenge for Sarah.
- Recruitment Challenges: Sarah faces difficulties in sourcing and recruiting qualified candidates within tight deadlines.

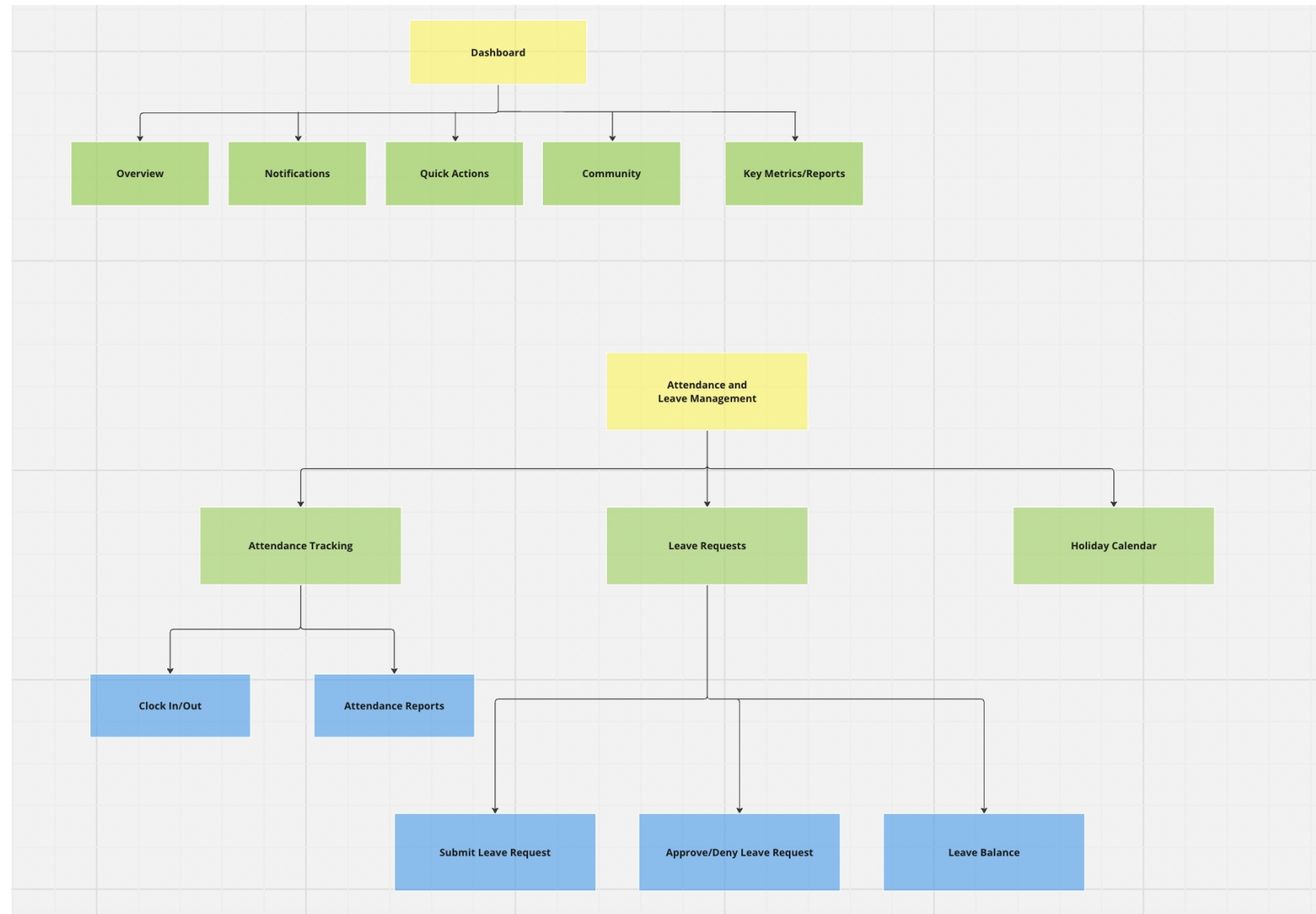
MOTIVATIONS

- Professional Growth: Sarah is motivated by opportunities for professional development and growth in her HR career.
- Employee Well-being: She is passionate about creating a supportive and inclusive work environment that prioritizes employee well-being and development.
- Organizational Success: Sarah is driven by the desire to contribute to the overall success and growth of the organization through effective HR management practices.

PERSONA SUMMARY

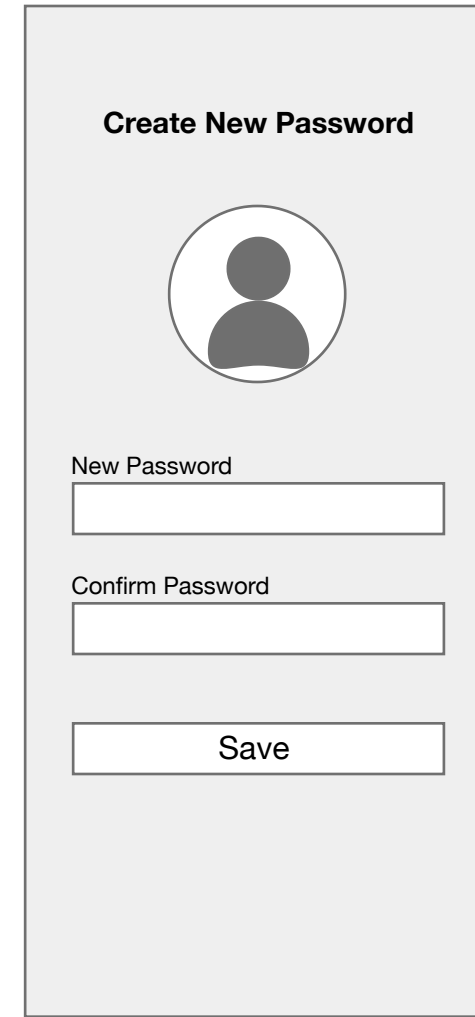
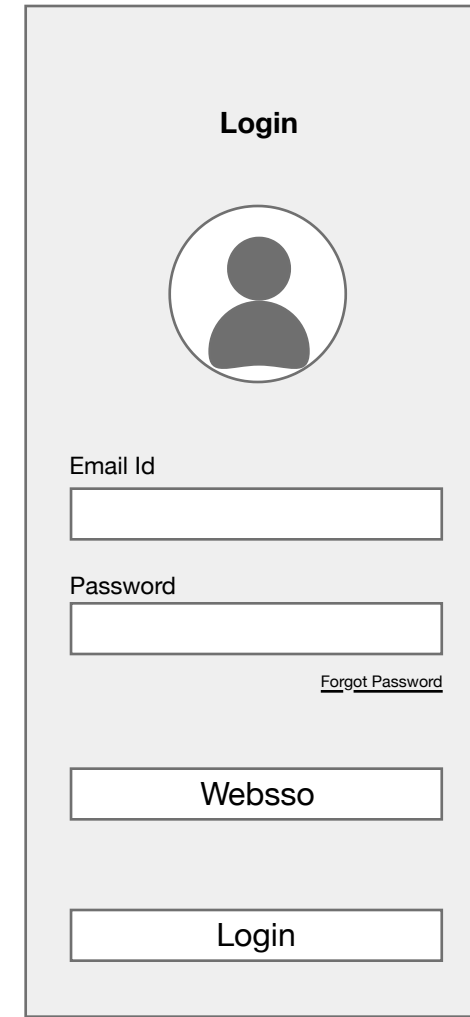
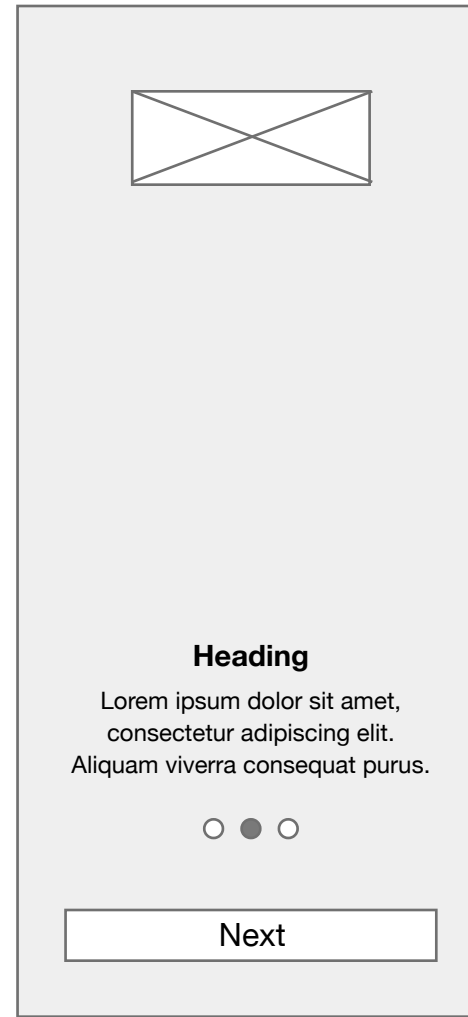
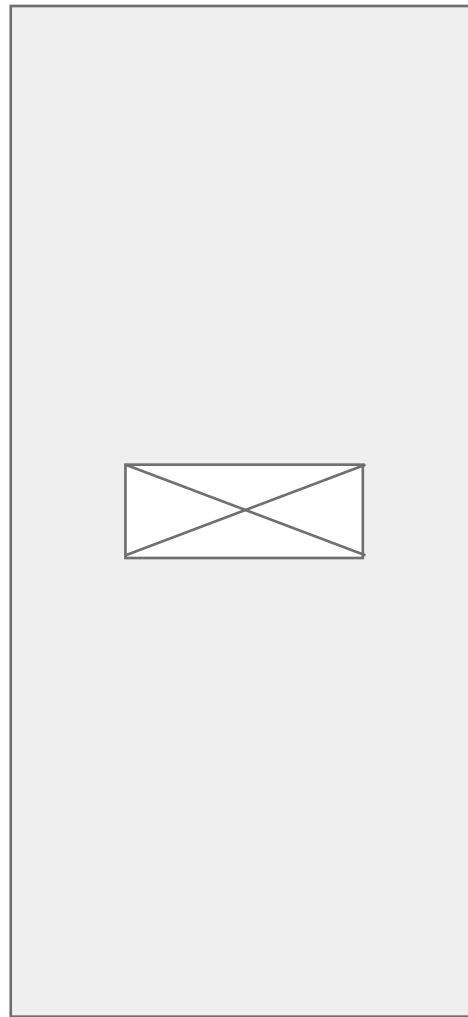
Abbas Mohammed is a dedicated HR Administrator who is passionate about streamlining processes, ensuring compliance, and enhancing employee engagement within his organization.

INFORMATION ARCHITECTURE

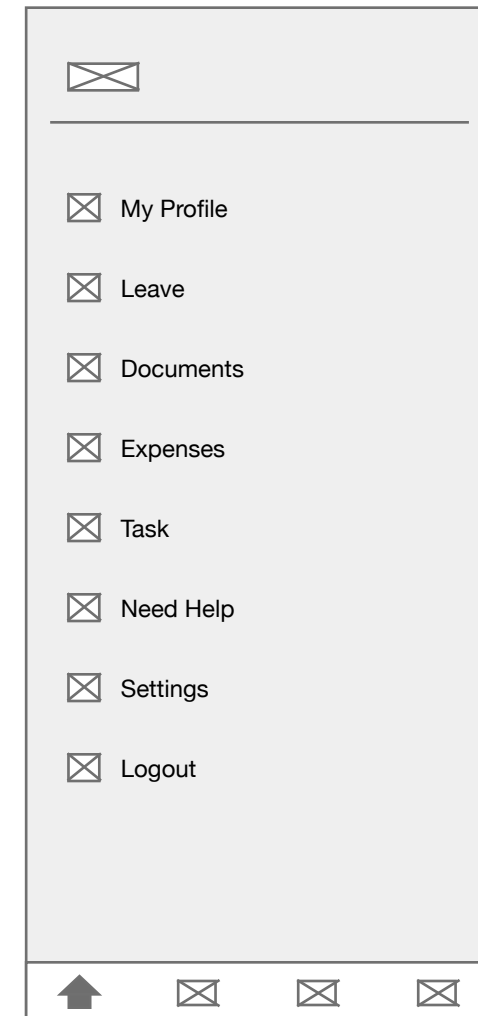
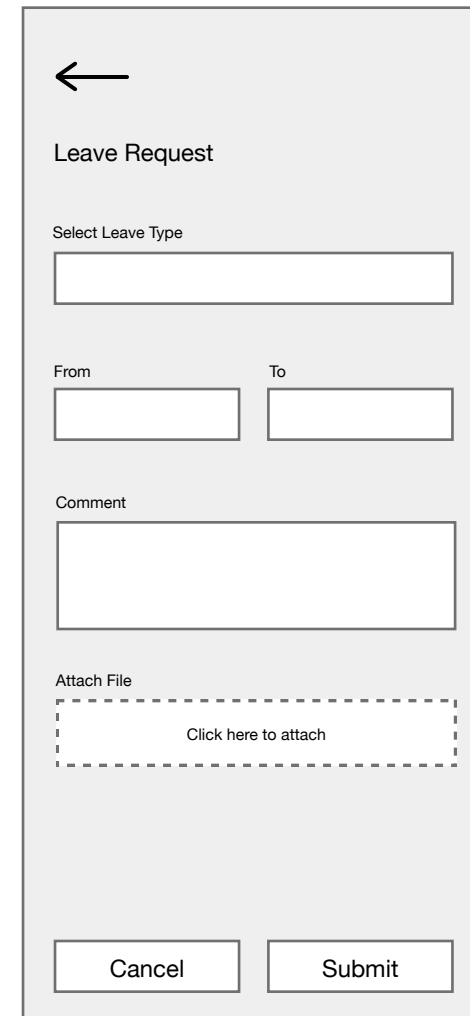
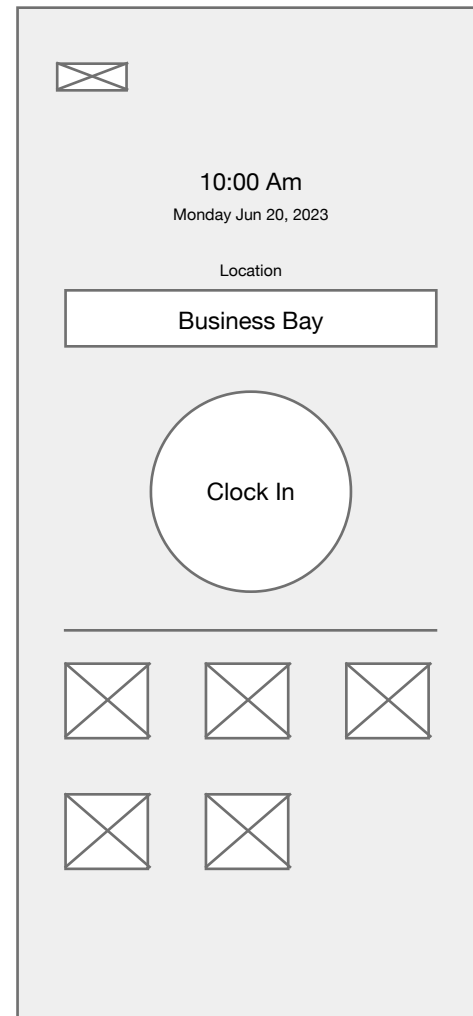
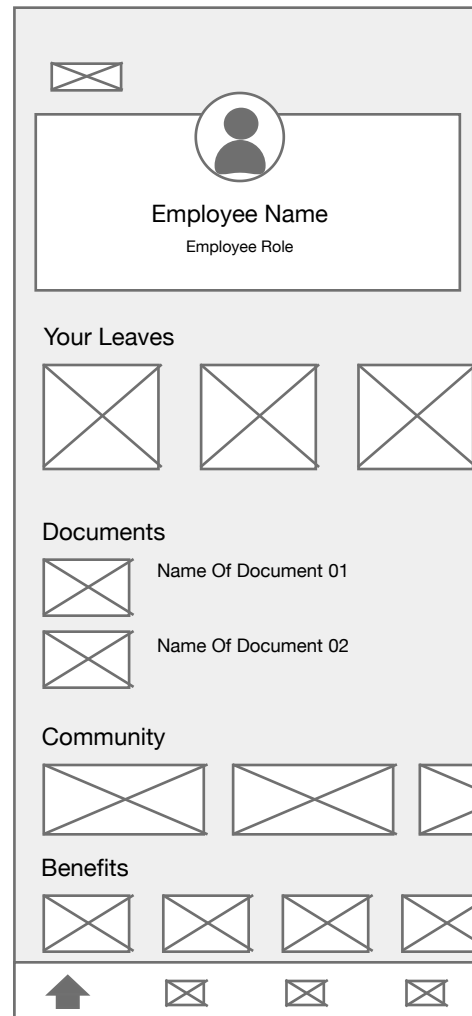


Full View: https://miro.com/app/board/uXjVKFicOEM=?share_link_id=929581422155

LOW-FI PROTOTYPE

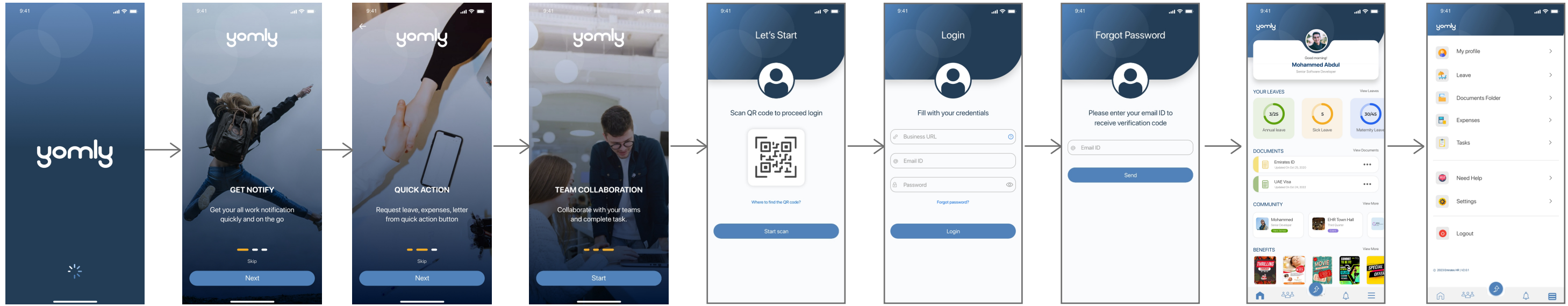


LOW-FI PROTOTYPE

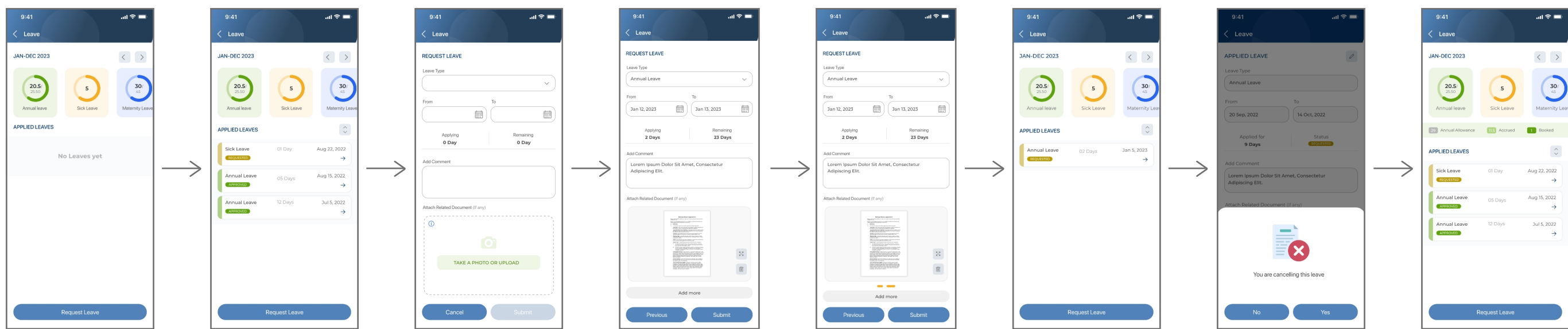


INTERACTION DESIGN

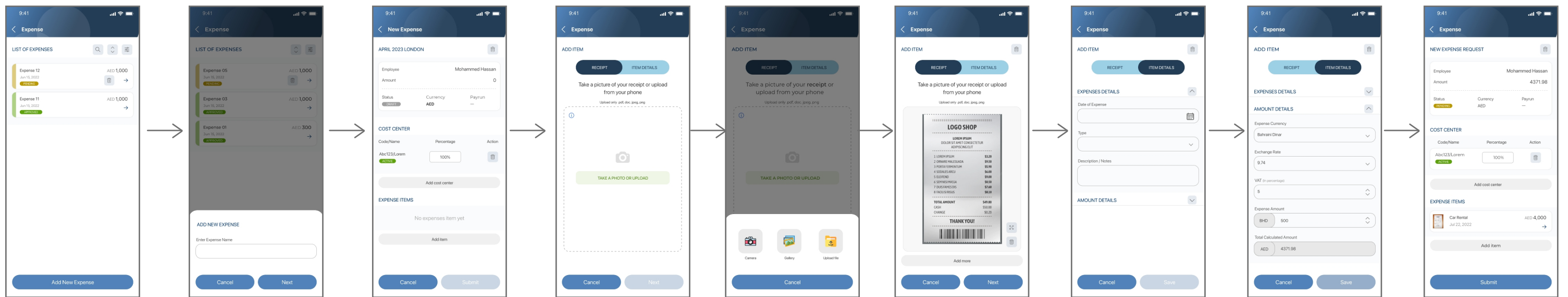
ONBOARDING



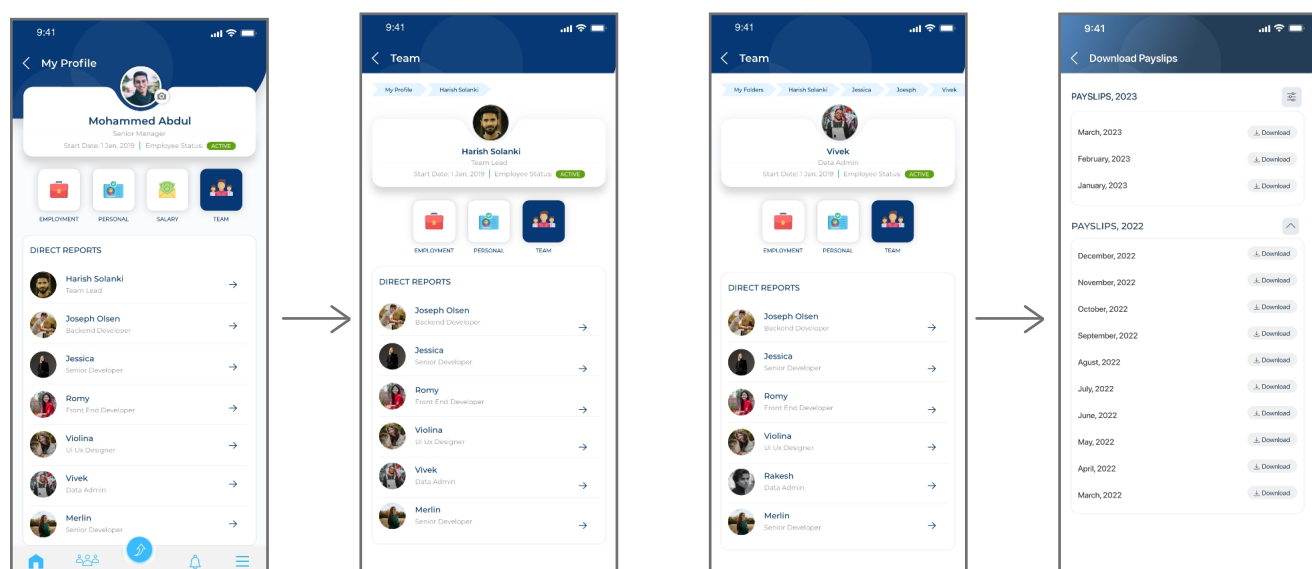
LEAVE



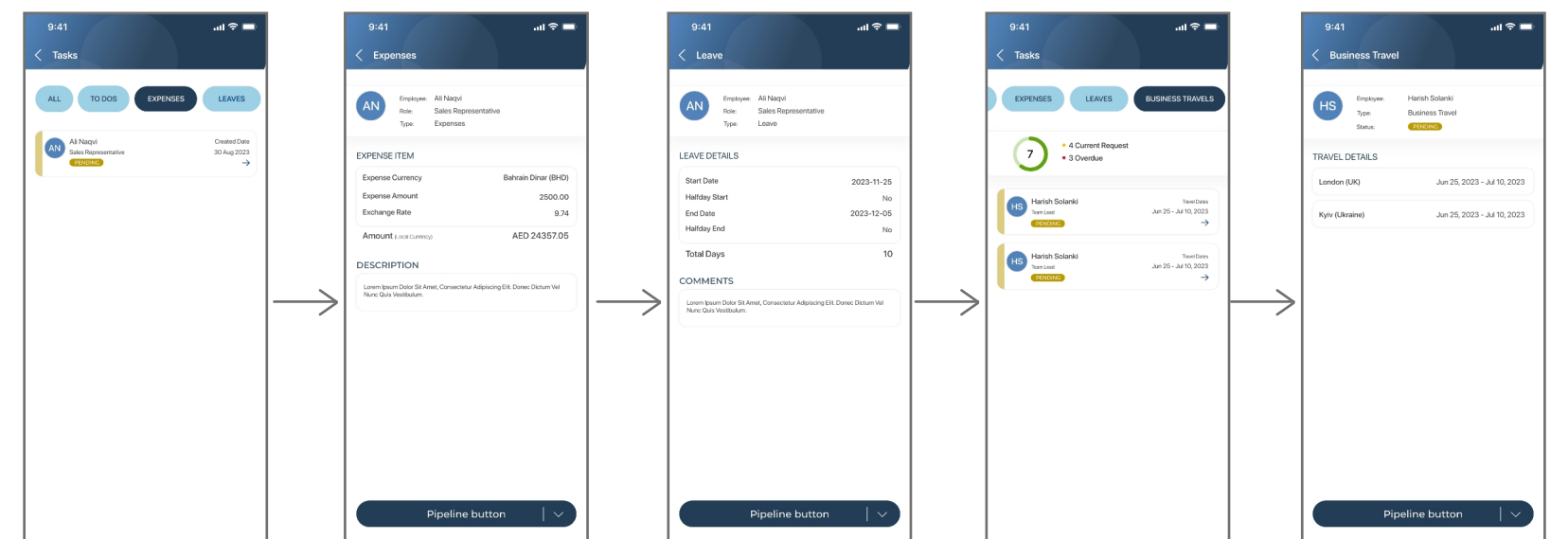
EXPENSES REQUEST



USER PROFILE

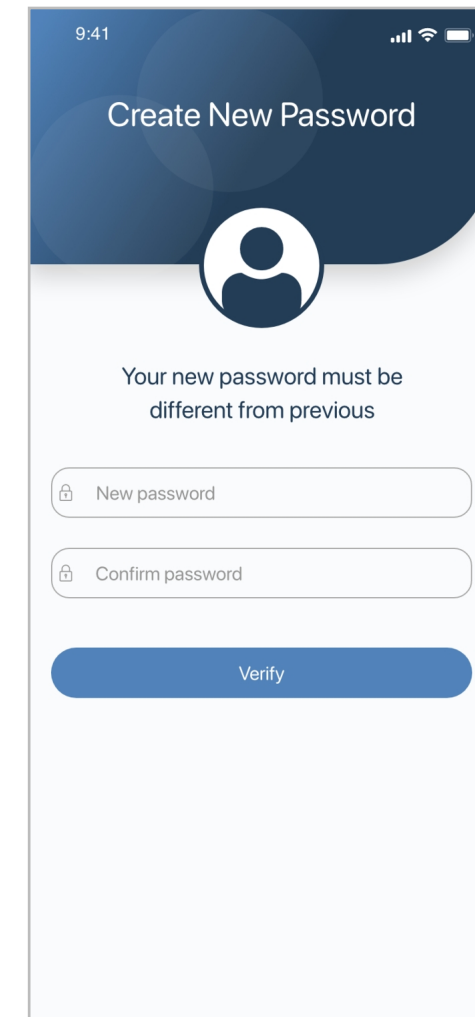
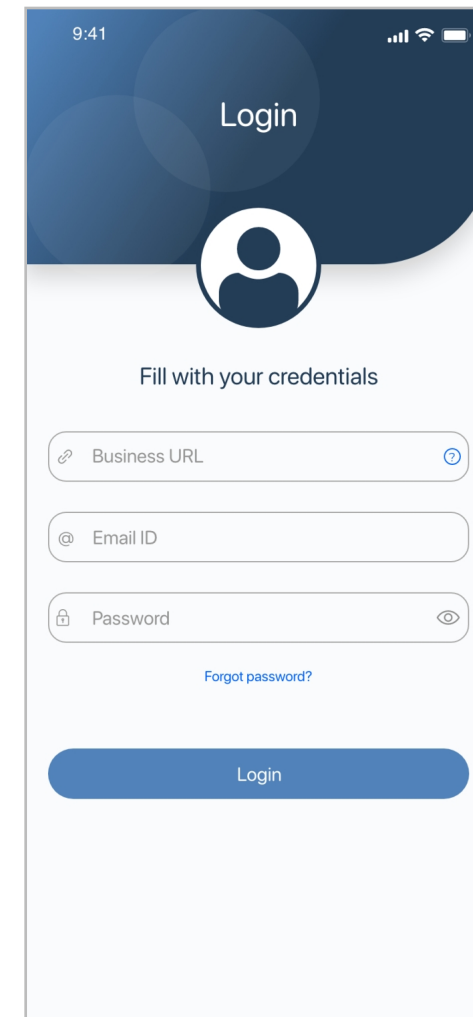
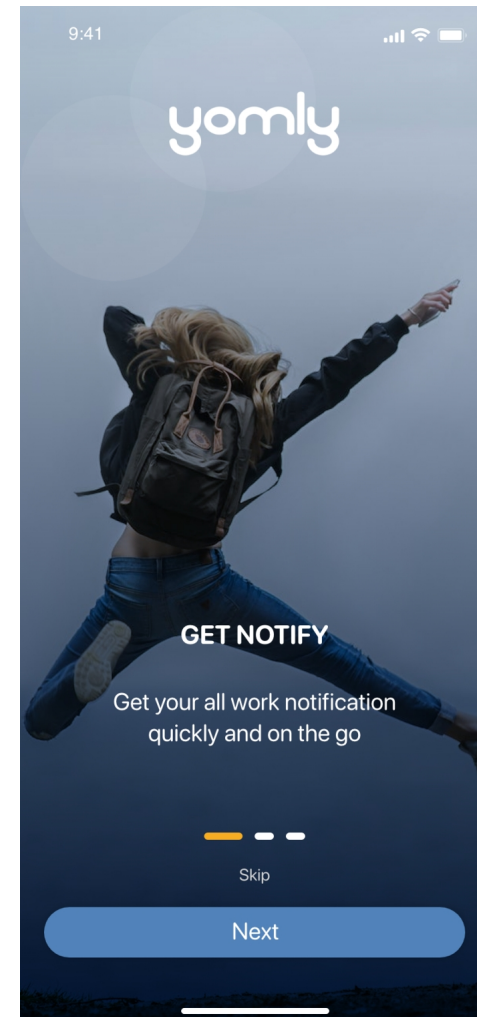


TASK

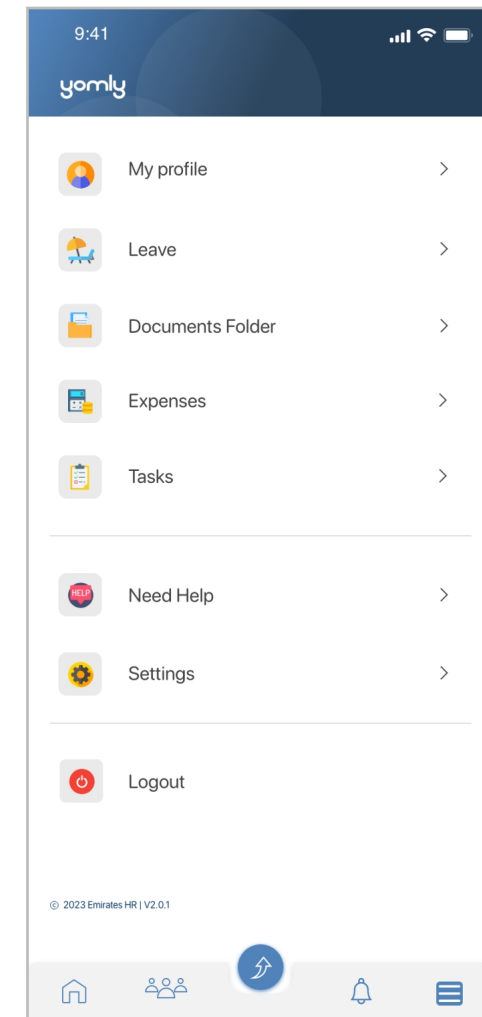
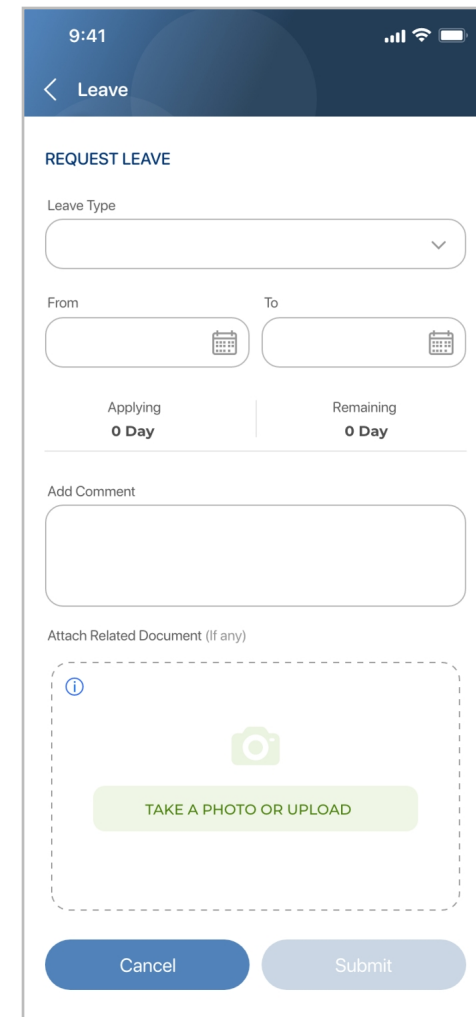
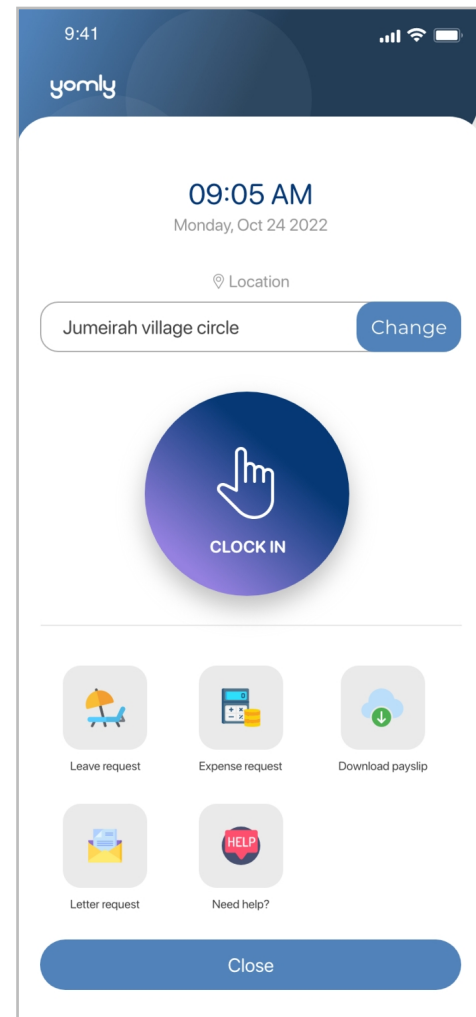
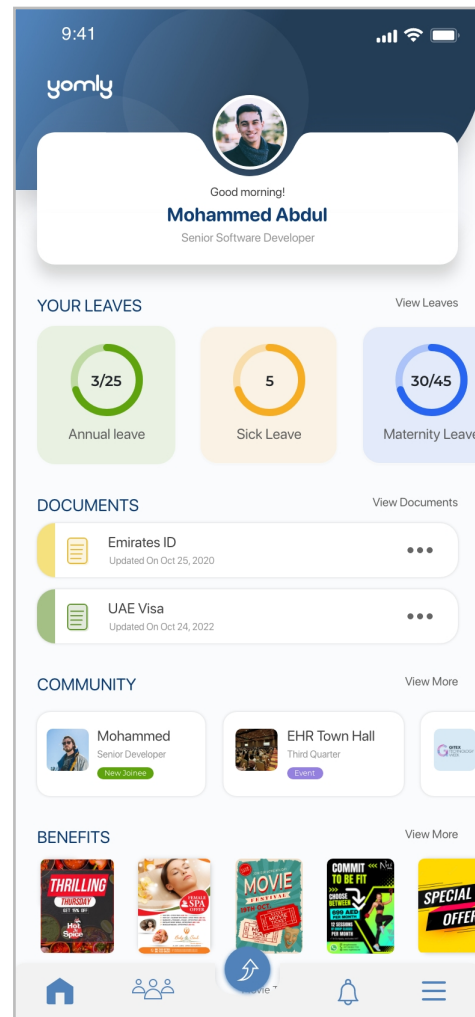


All Screens: https://miro.com/app/board/uXjVKFgUnzl=?share_link_id=177944727559

VISUAL DESIGN



VISUAL DESIGN



PROJECT OUTCOME



OLD APP



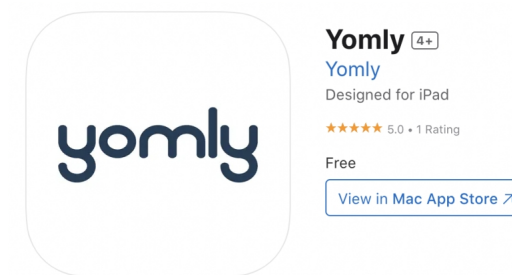
NEW APP

USER RESPONSE

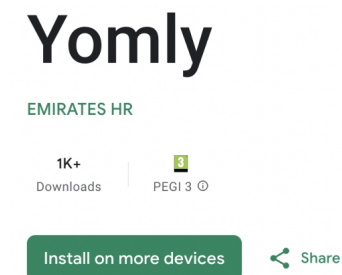
Following the launch of the redesigned Yomly app, user feedback has been overwhelmingly positive, highlighting significant improvements in usability and functionality. Clients have praised the intuitive navigation and streamlined processes, which have drastically reduced the time needed for routine tasks such as leave requests and expenses request. The modernized interface has been particularly well-received, with users noting the clear and organized layout that simplifies finding critical information. Overall, the redesigned app has not only met but exceeded user expectations.

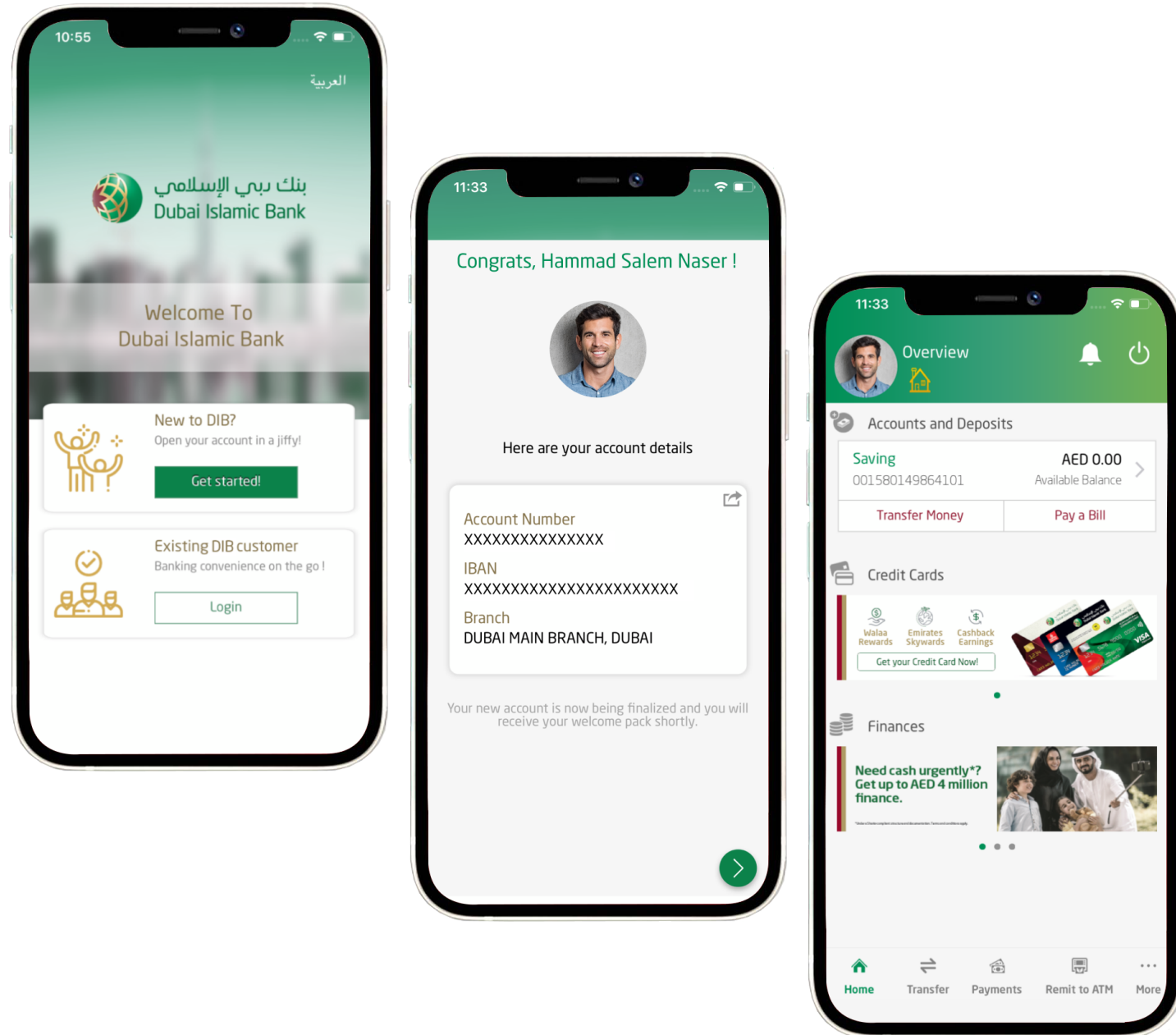
App Launched: 10 MARCH, 2024

iOS: App Store



Android: Play Store





NEW TO BANK

Date: Feb, 2019

Platform: Mobile

CHALLENGES

As this was the first digital product from the newly launch digital department of DIB. I have faced many challenges. The biggest challenge was the market research and knowing the customers we are going to target. Getting competitor analysis data, user personas and mapping the information architecture. I have collected all this data before starting the paper prototype.

WHAT I DID

- Stakeholder Interview
- Competitor Analysis
- Persona Creation
- Creating user journey and stories
- Card sorting
- Information Architecture
- Paper Prototype
- Interaction Design
- Visual Design
- Design Guide for developers
- Usability testing

SETTING GOALS AND OBJECTIVES

Location: DIB Mobile App

Own By: DIB

WHAT ARE THE JOURNEY ABOUT ?

NEW TO BANK is an user journey, where customer can open a DIB account on a go using DIB mobile app. The user journey start from downloading the DIB mobile app in their mobile (Android and iPhone) devices. After download and install app will ask customer If he or she is an existing customer or new to bank. If user click on new to bank the journey will start from asking customer contact information, documents scan and few input forms, security verification and done.

WHAT ARE THE JOURNEY GOALS ?

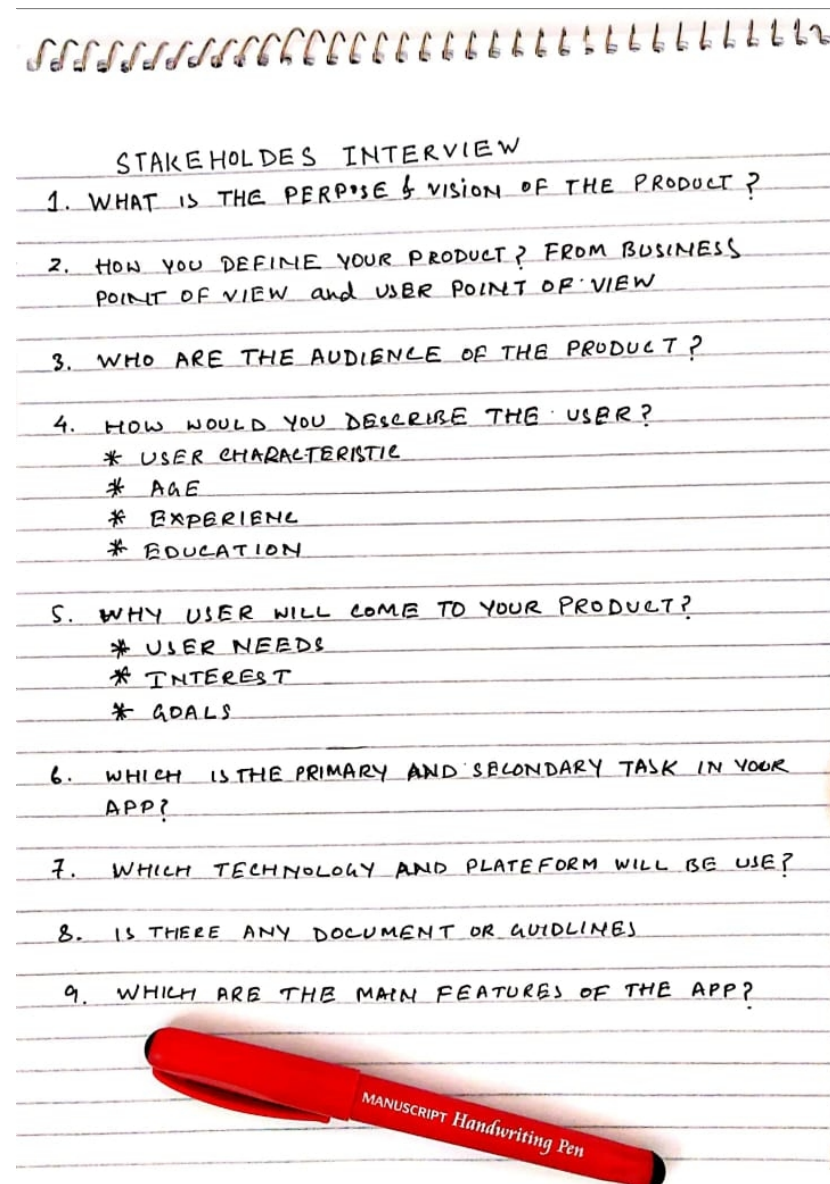
This journey's only goal to provide digital service through DIB mobile app, where new customers no need to visit and wait in a bank branch to open an account. Also after opening the bank account customers can apply for a loan or credit card fro the DIB mobile itself.

WHO ARE THE USERS ?

Primary users: Professional who wants to open a bank account

Secondary users: House wives, students and retired people.

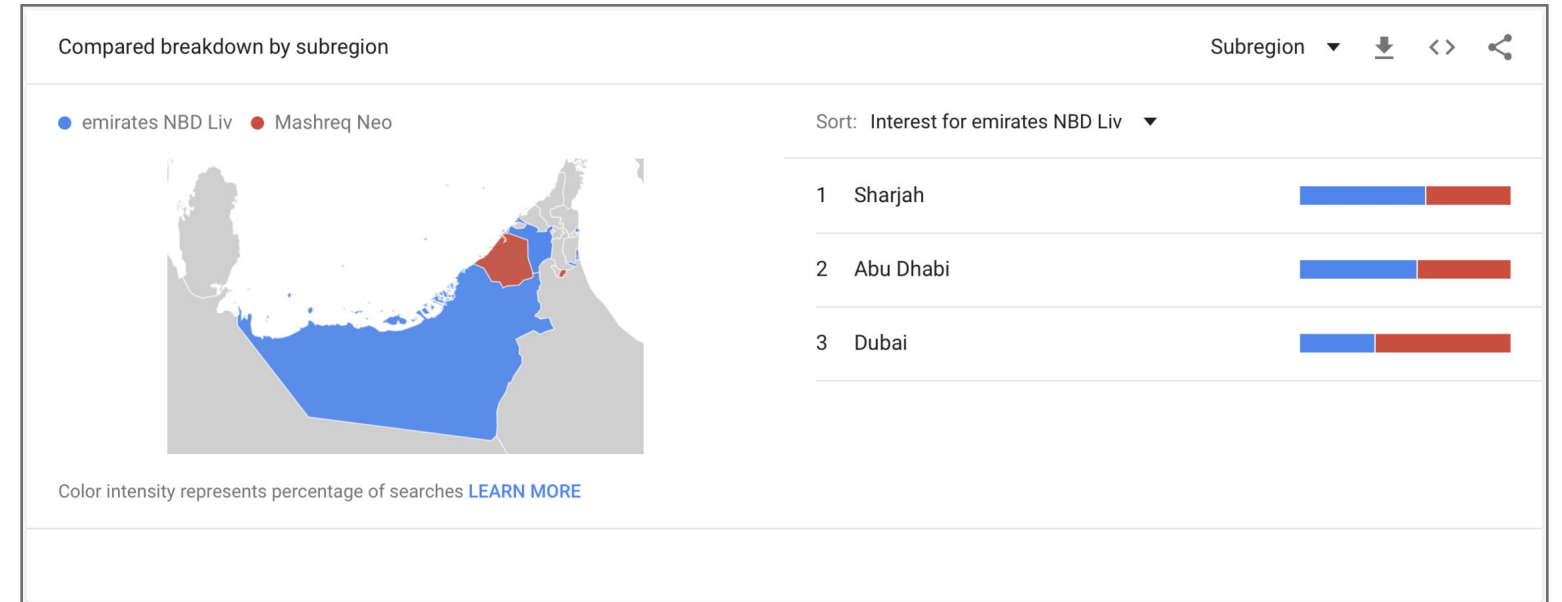
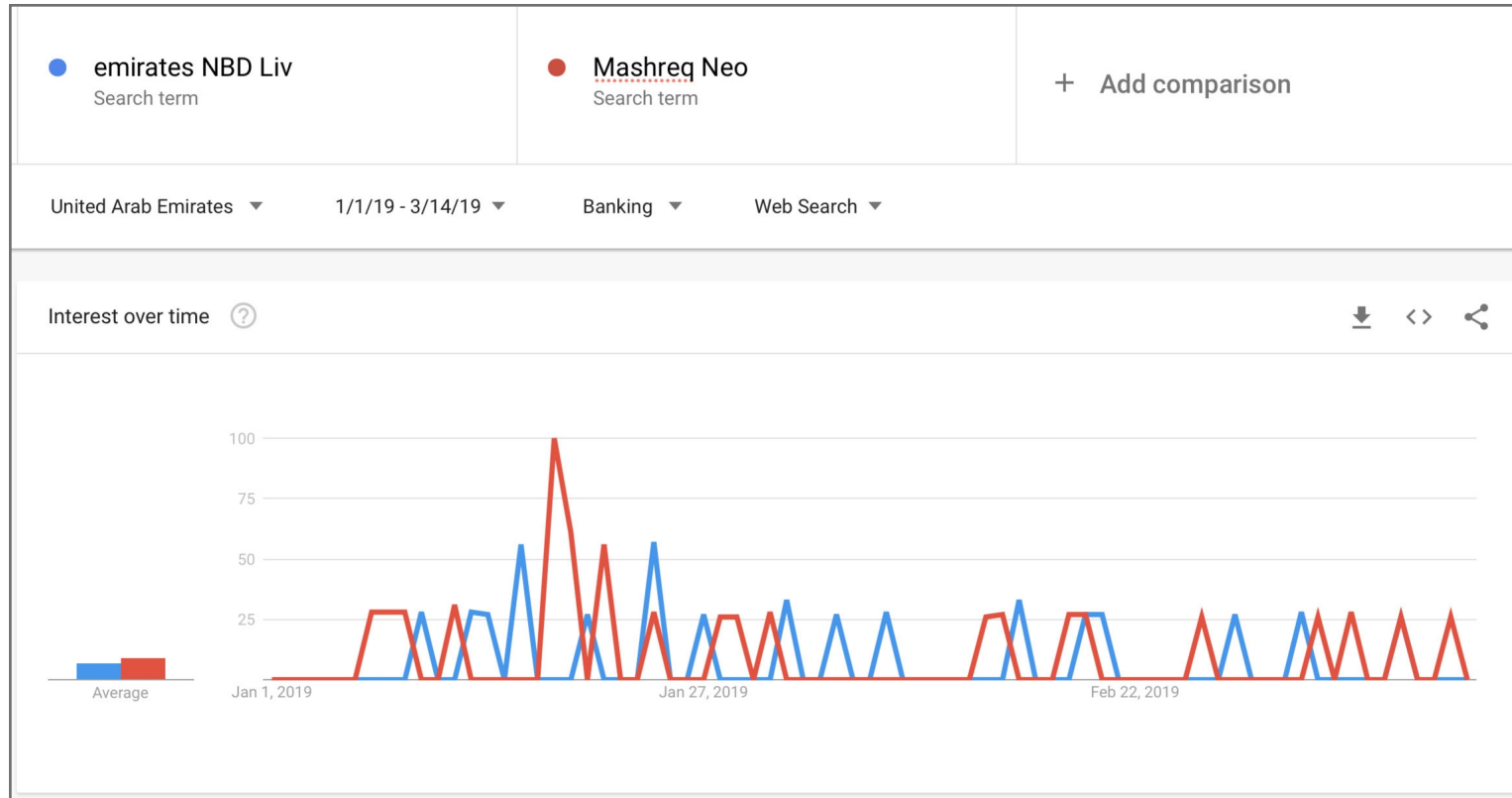
STAKEHOLDER INTERVIEW



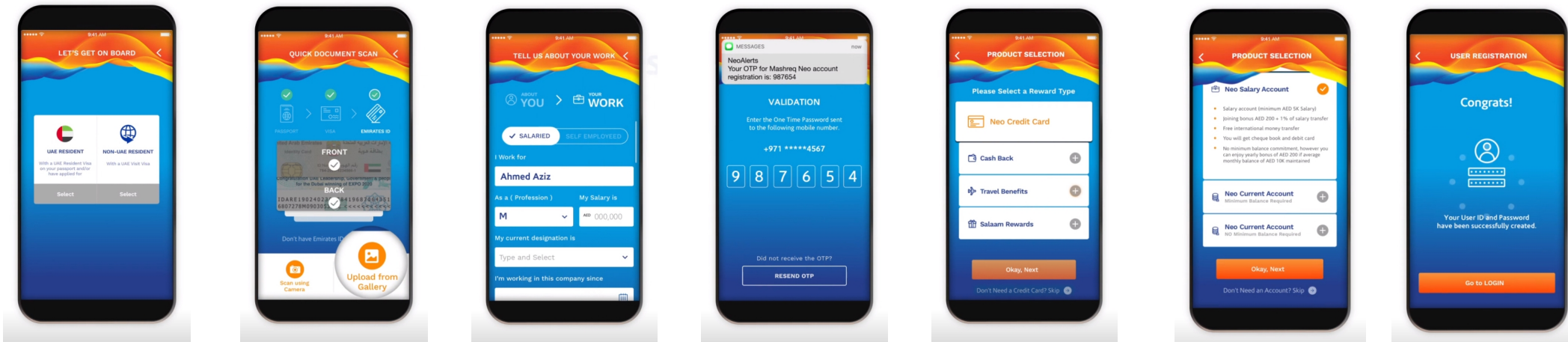
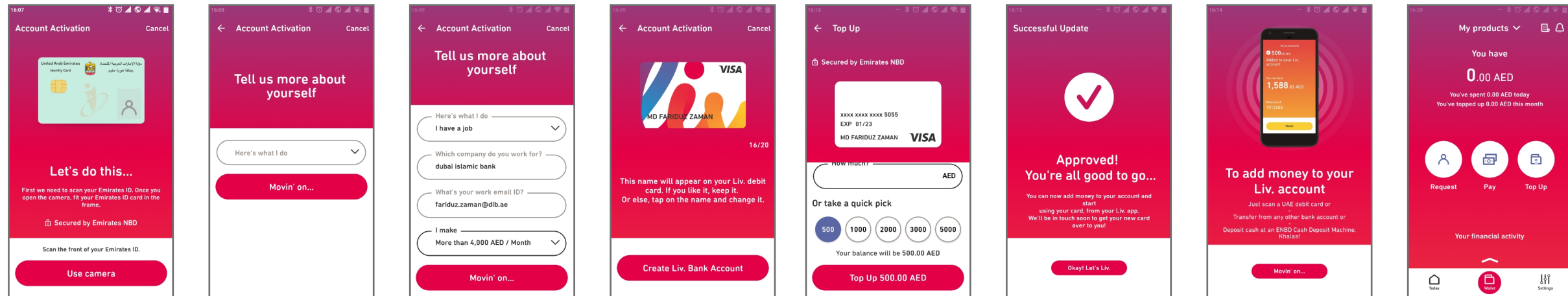
UX WORKSHOP



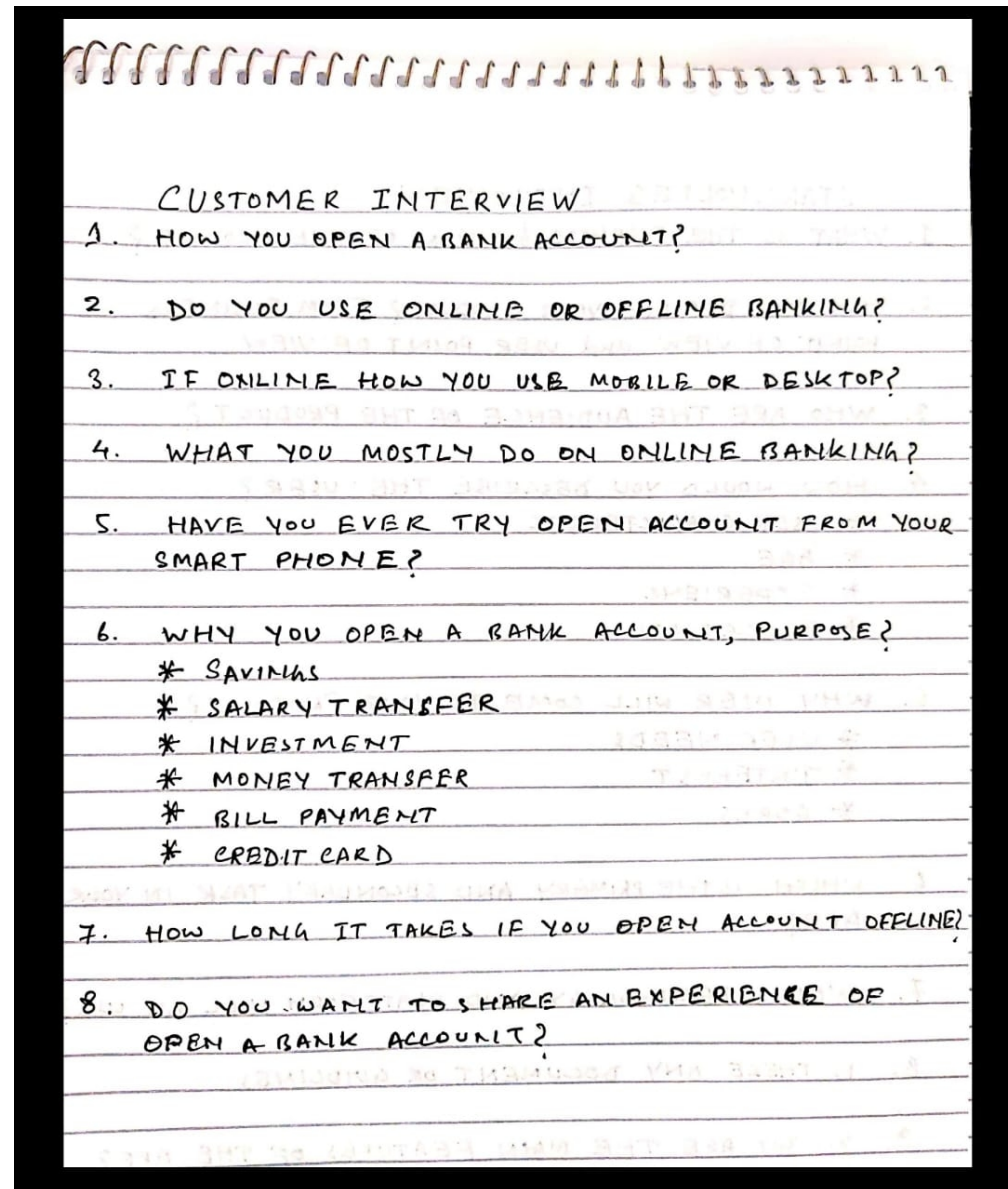
COMPETITOR ANALYSIS (Google Trends)



COMPETITOR ANALYSIS (Screen by screens)



CUSTOMER INTERVIEW (Focus Group)



USER PERSONAS



PERSONAL DETAILS

Name: Sarah Anderson

Age: 25

Location: Mirdiff, Dubai

Occupation: Business Analyst

Sarah is a UAE residence from France. She has newly move to Dubai and joined in a software product base company. She loves shopping with her credit cards and small investments.

GOAL

- Hassle free banking services, easy to open an account.
- Good promotional offers, to save money, to pay bills.
- Good investment advice

PAIN POINTS

- Visiting a bank branch only to open an account
- New city not much idea about local banking system.
- Not finding a proper banking app for her end to end needs



PERSONAL DETAILS

Name: Nick Olsen

Age: 35

Location: Jumairah, Dubai

Occupation: Senior Marketing Manager

Nick is a UAE residence and bachelor from Germany. He is a workaholic person. Part from his work he loves traveling and investments.

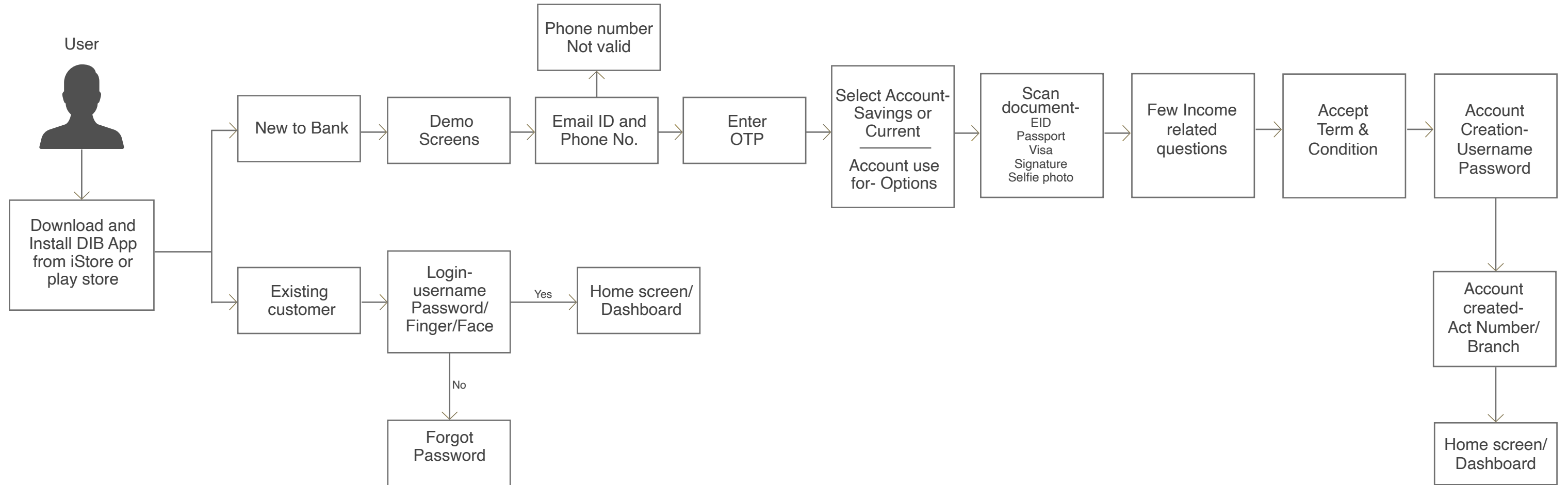
GOAL

- Hassle free banking services, easy to open an account.
- Salary transfer account, credit cards with travel benefits.
- Good investment advice.

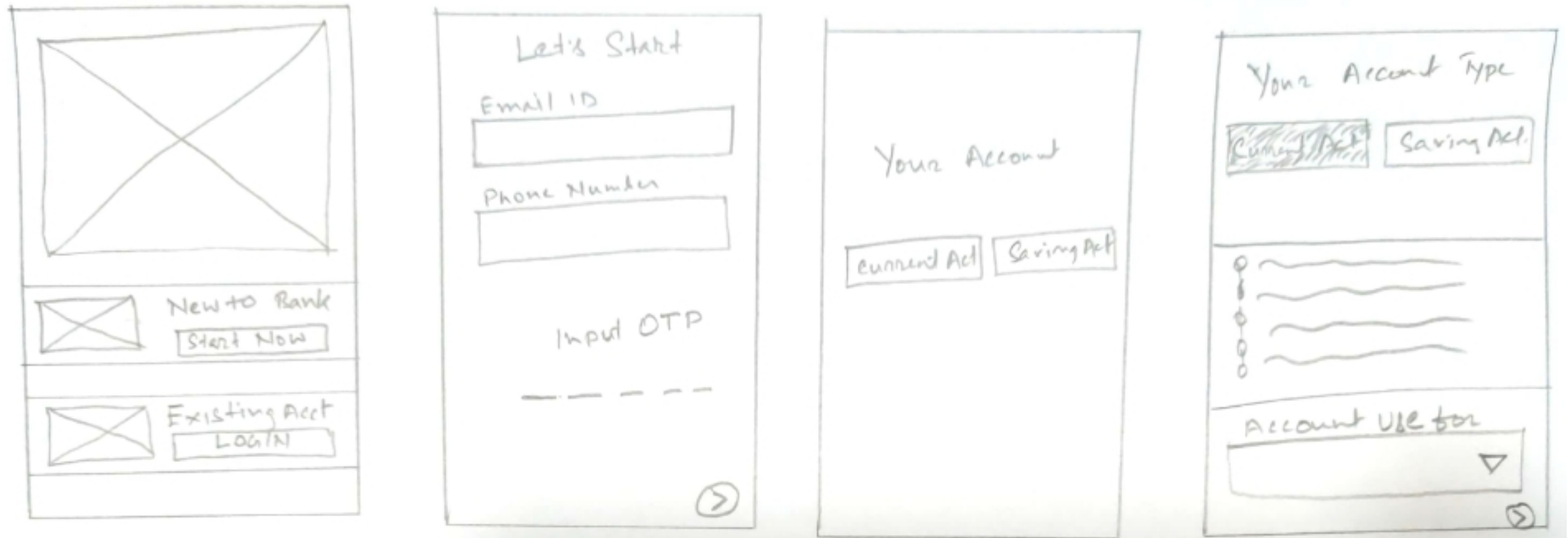
PAIN POINTS

- As workaholic no time to visit a bank branch
- Currently no other benefits getting from his salary transfer account.
- Credit card is not giving travel benefits.

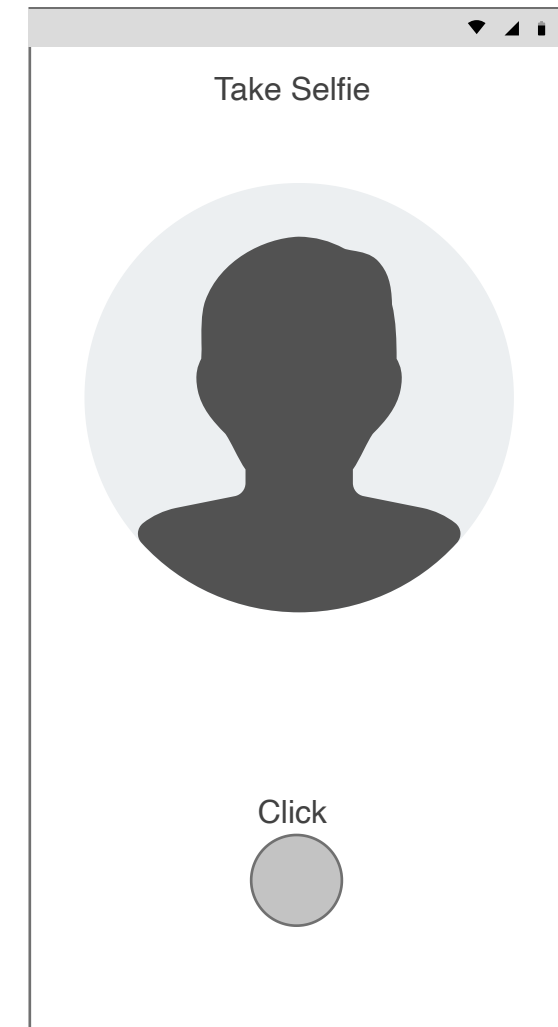
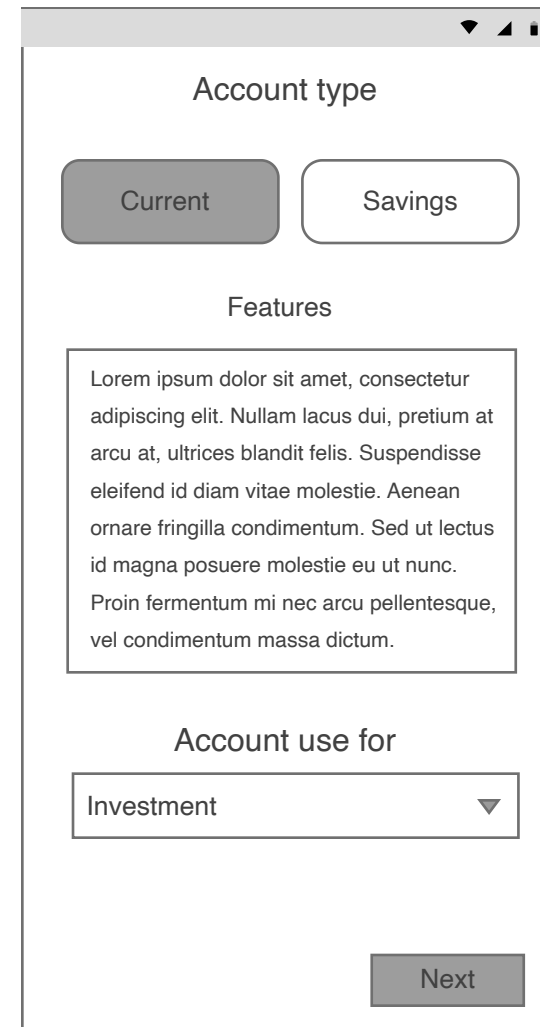
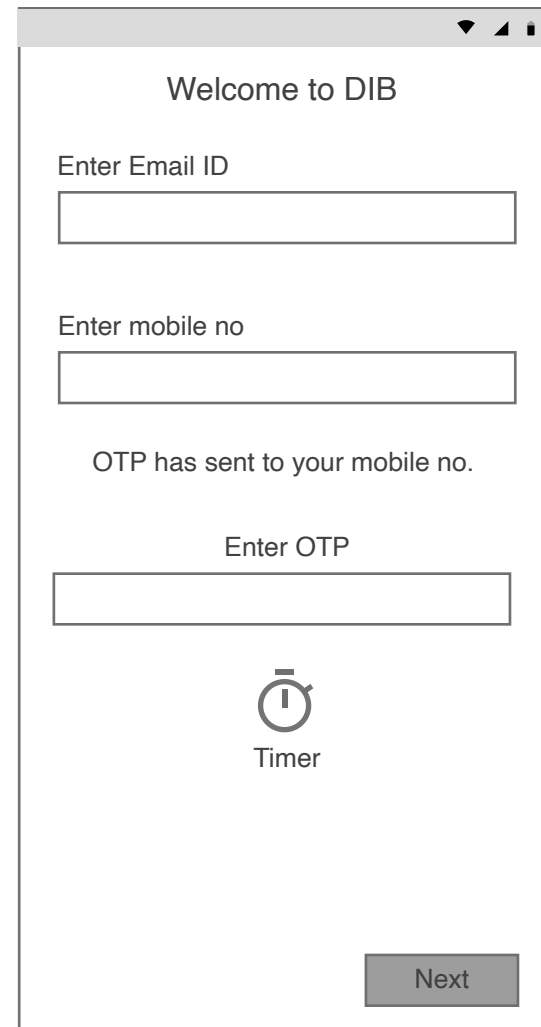
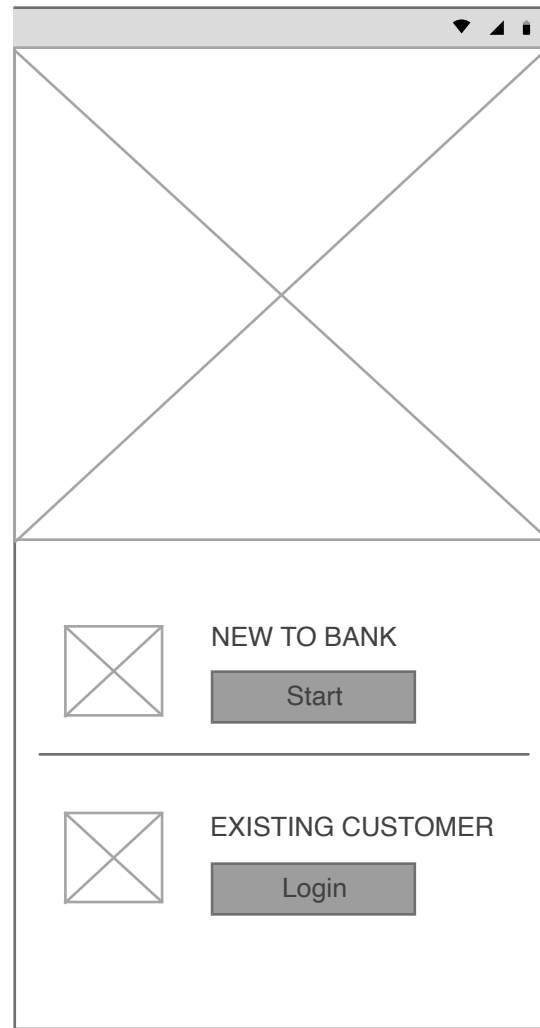
USER FLOW



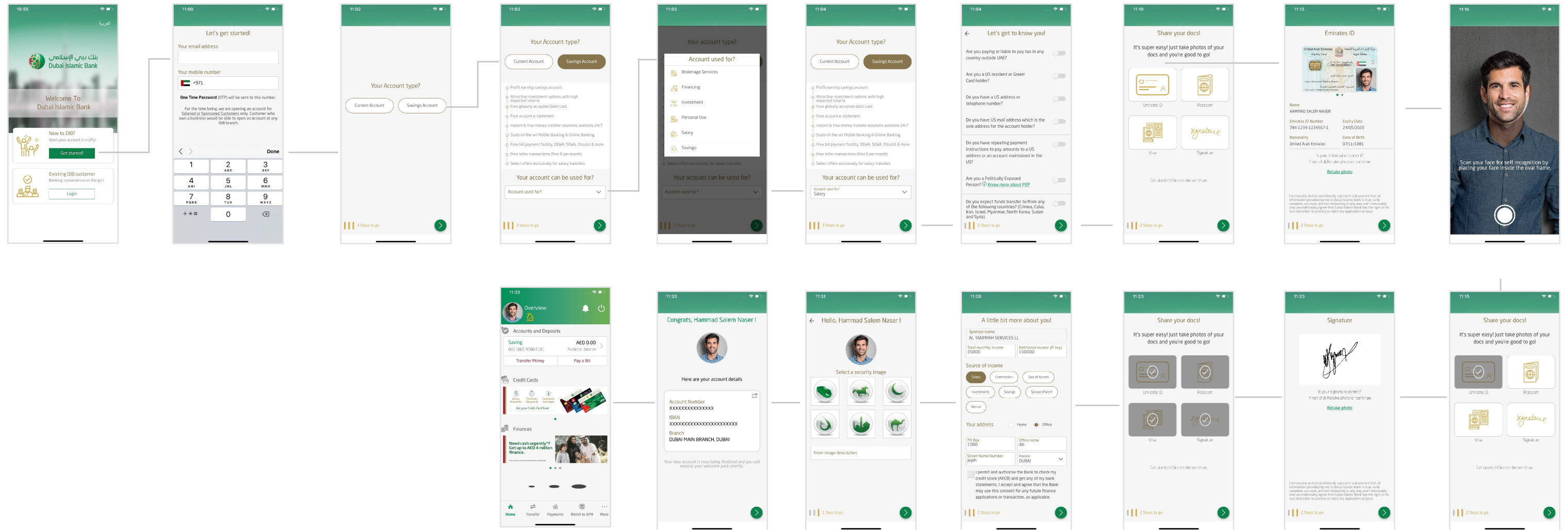
LOW FIDELITY PAPER PROTOTYPES



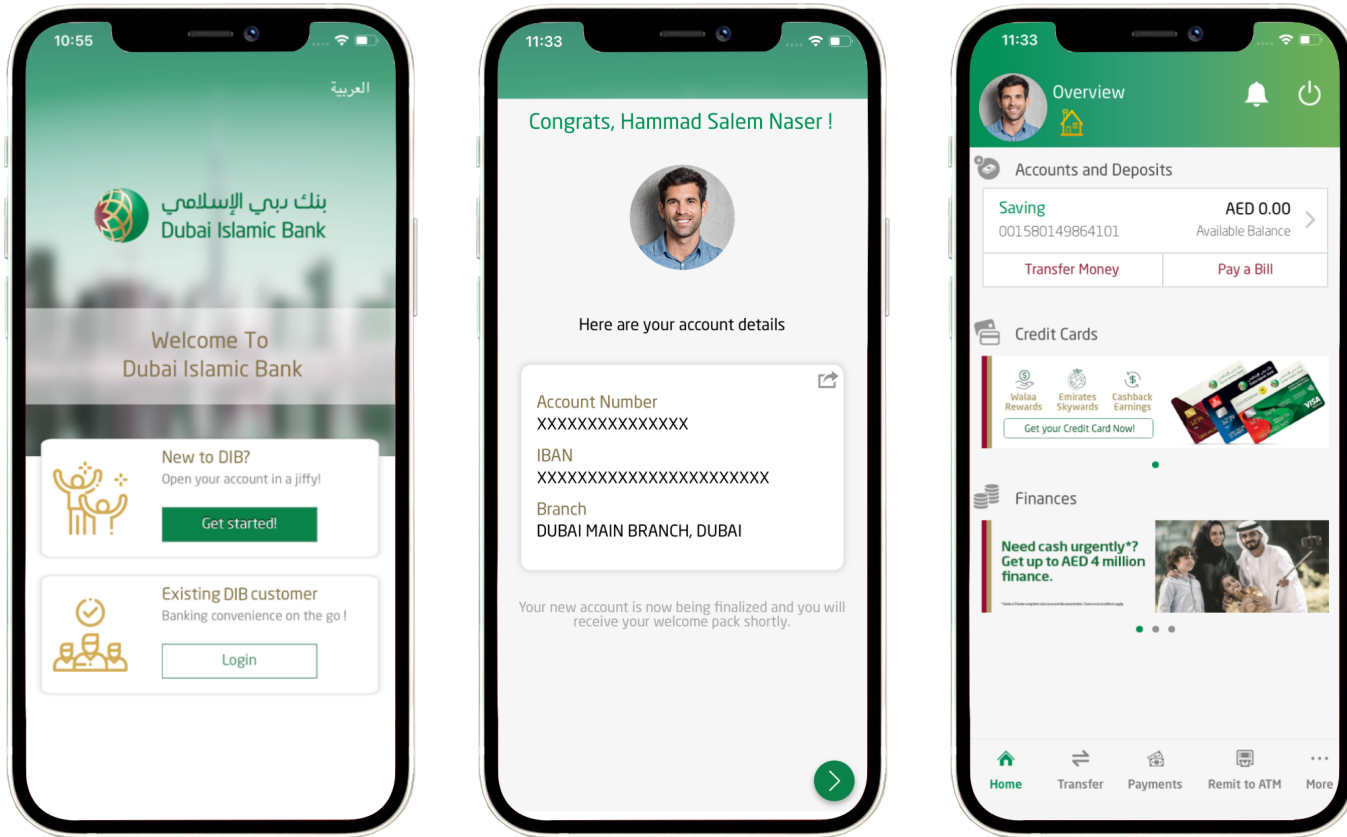
LOW FIDELITY WIREFRAMES



HIGH FIDELITY VISUAL DESIGN



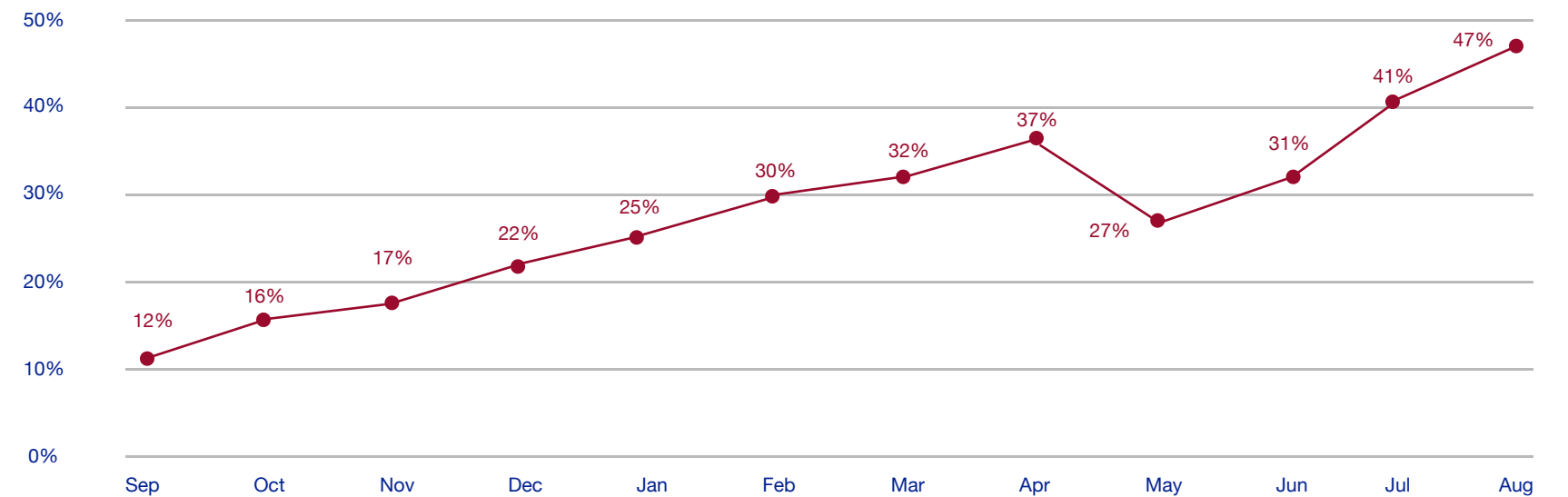
PROJECT OUTCOME



USER RESPONSE

After launching New to Bank journey in Dubai Islamic Bank mobile app. It has got a tremendous response from entire UAE. Within a 6 months of period bank has onboarded 7500 new customers.

New Account Opened (last one year till Aug 2021)



BEM PORTAL

Date: October 2017

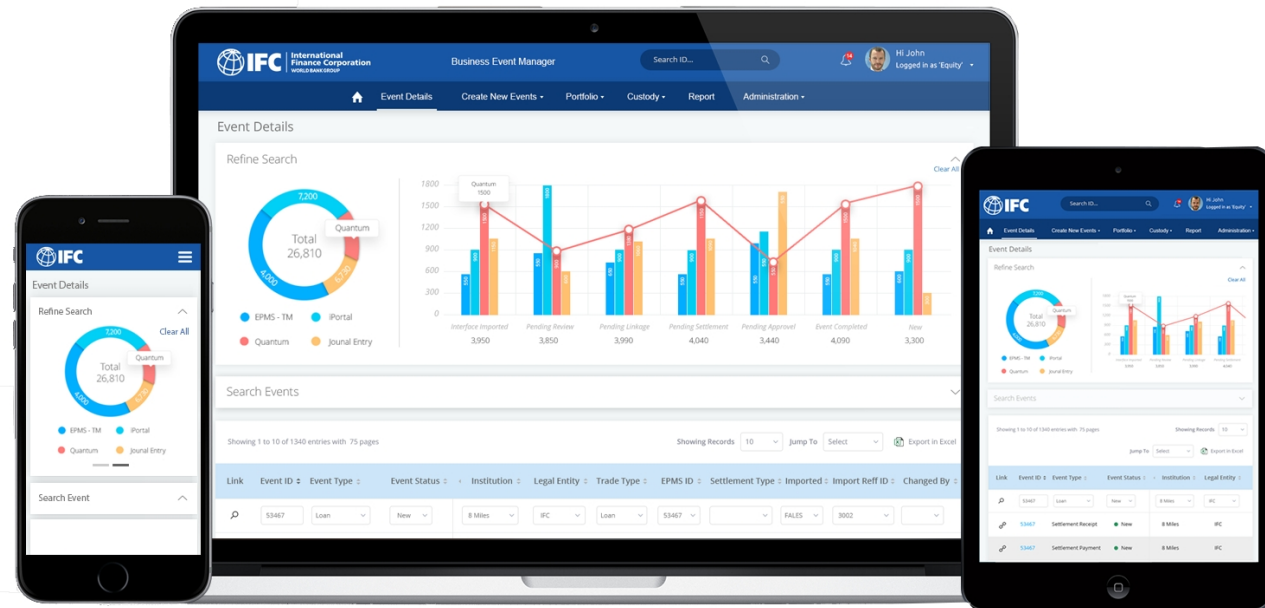
Platform: Desktop, tablet and mobile

CHALLENGES

Redesign one of International Financial Corporation's (IFC) 20 years old banking application call Business Event Manager (BEM) with best and most up-to-date UX practices, trends and research.

WHAT I DID

- Stakeholder Interviews
- Heuristic Evaluation Report
- User Interview
- Contextual Inquiry
- Creating Personas
- Creating user journey and stories
- Card sorting
- Worked on Information Architecture
- Creating site map
- Screen audit and inventory
- Creating paper prototypes
- Creating hi-fidelity wireframes
- Usability testing



SETTING GOALS AND OBJECTIVES

SITE URL: bemportal.ifc.org

Own By: World Bank Group - IFC

WHAT ARE THE JOURNEY ABOUT ?

BEMPORTAL.IFC.ORG is an intranet banking application to manage IFC transaction into three different line of businesses. This business are Equity, ASL and TPF. All three businesses has run together in BEM, Where pre defined users login and manage the IFC transaction through this application.

WHAT ARE THE JOURNEY GOALS ?

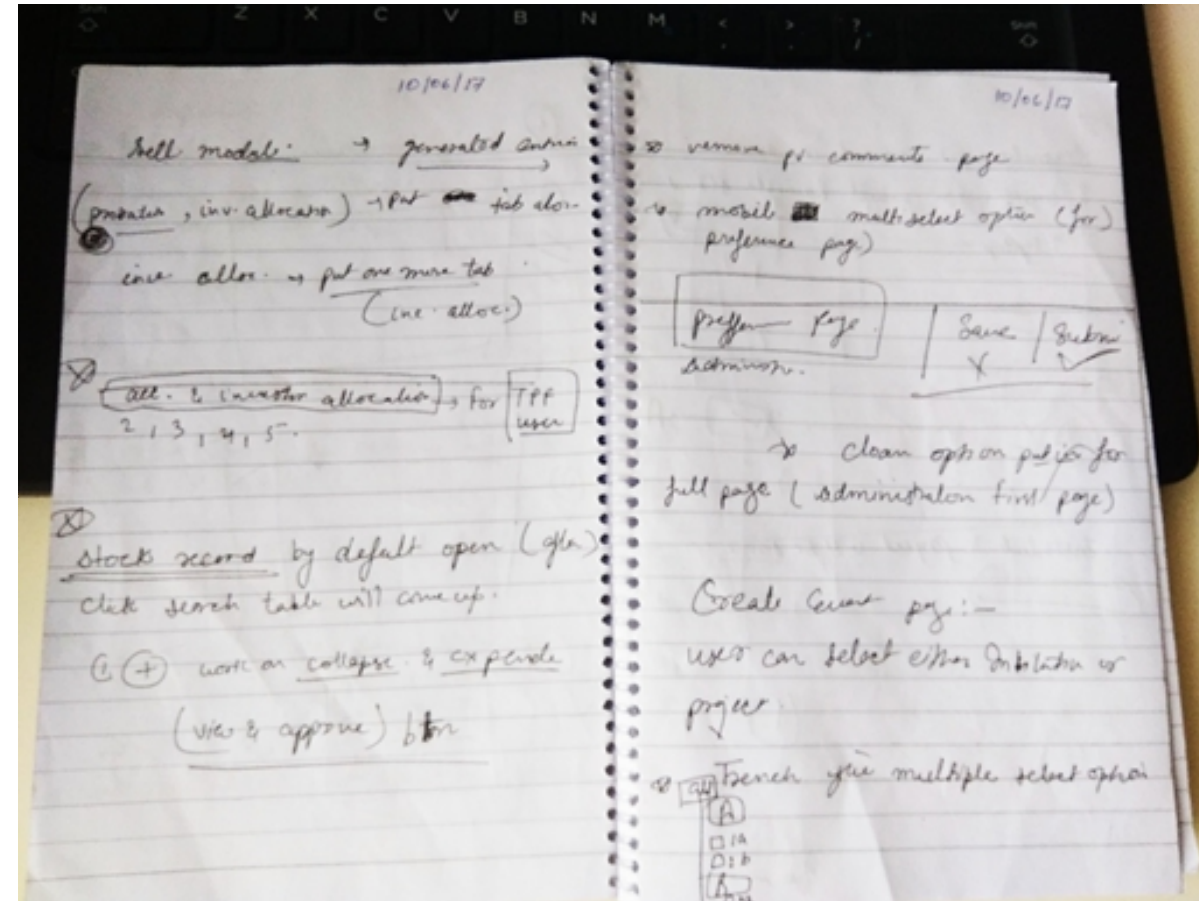
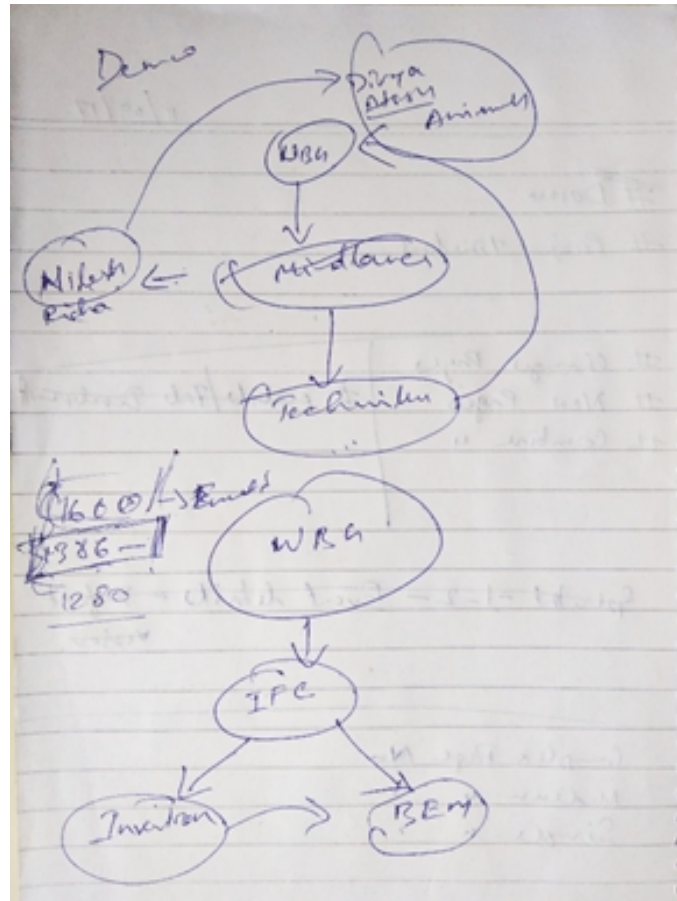
The Goal of this web application is to manage daily transaction and records between World Bank – IFC and other big banking institutions.

WHO ARE THE USERS ?

Primary users: Business Analyst for daily transaction and manage transaction

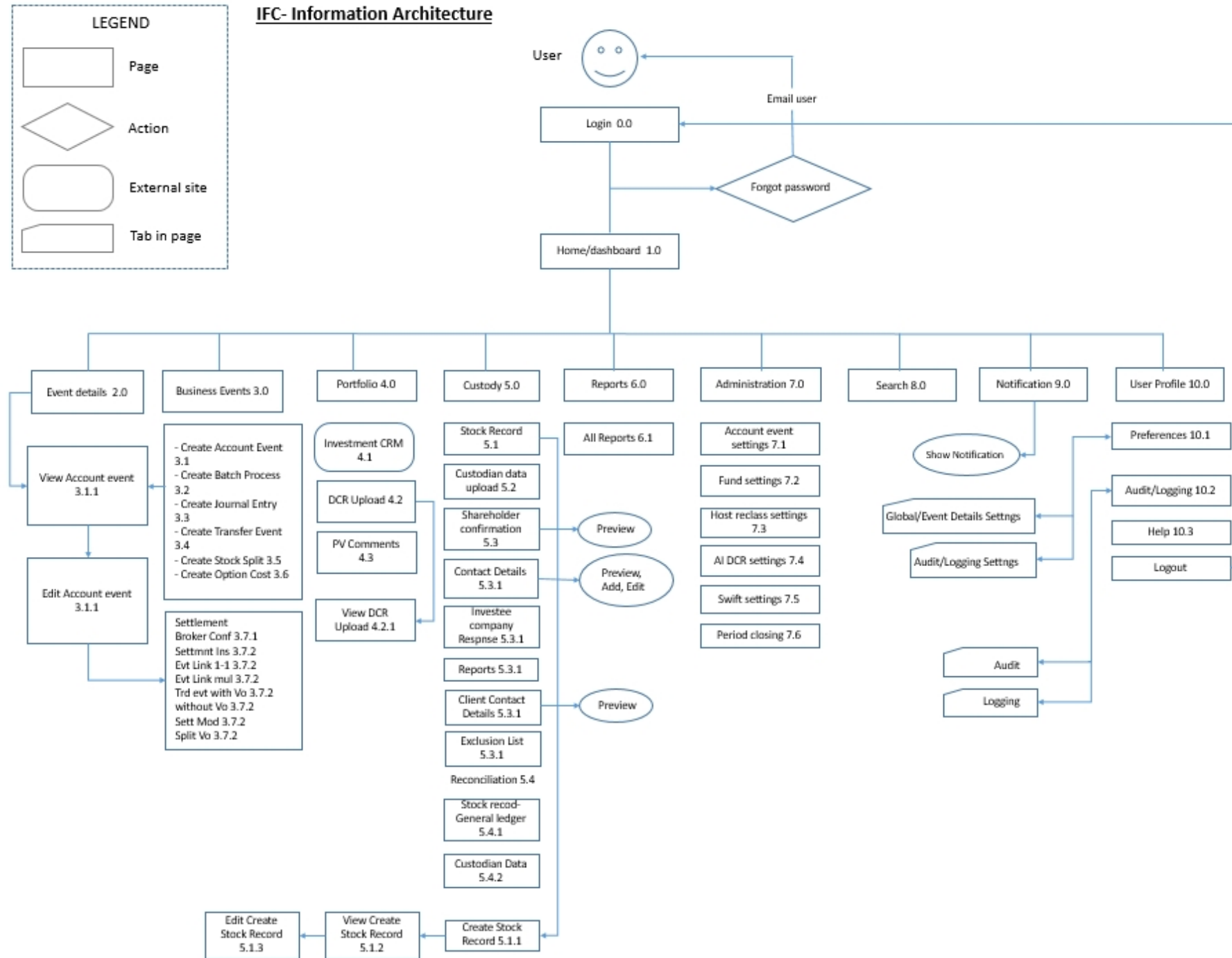
Secondary users: Application Administrators, Managers

CONDUCTING INTERVIEWS

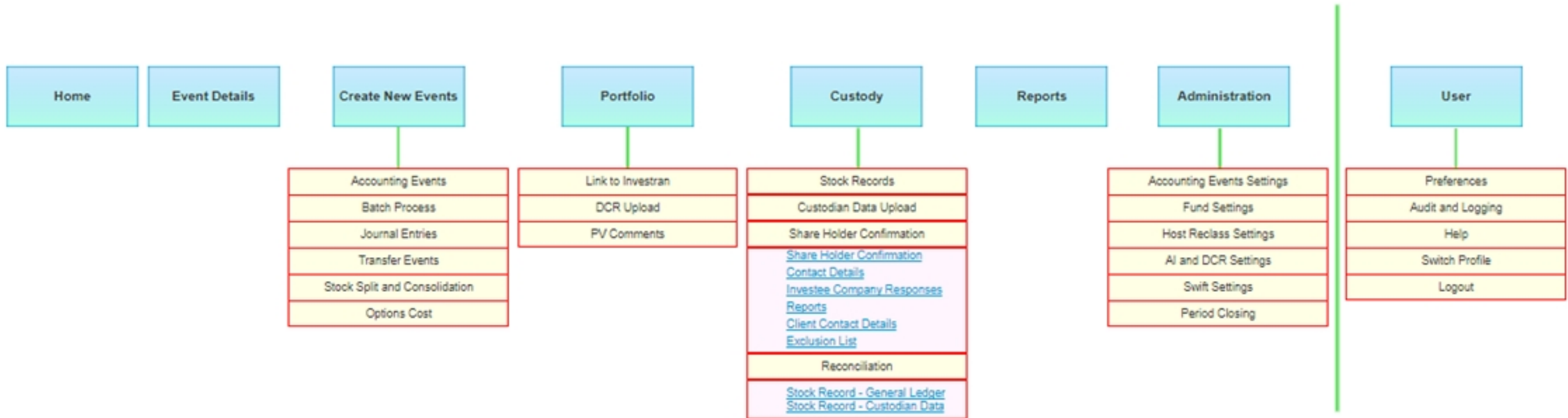


Conducting interviews with stakeholder and user is essential in gathering information about project requirement and user data. We get important data for the project. Knowing how to structure your questions, how to listen and how to be grateful is the key.

INFORMATION ARCHITECTURE



SITEMAP



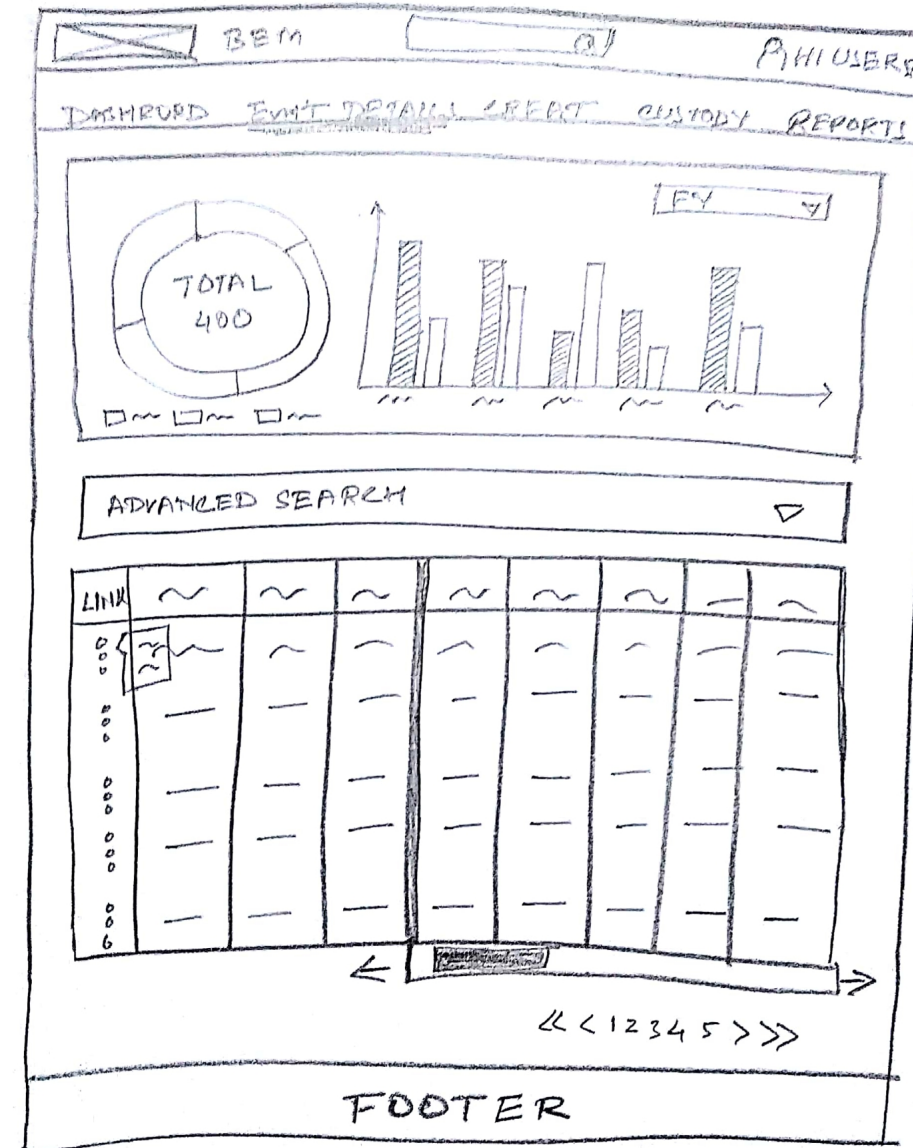
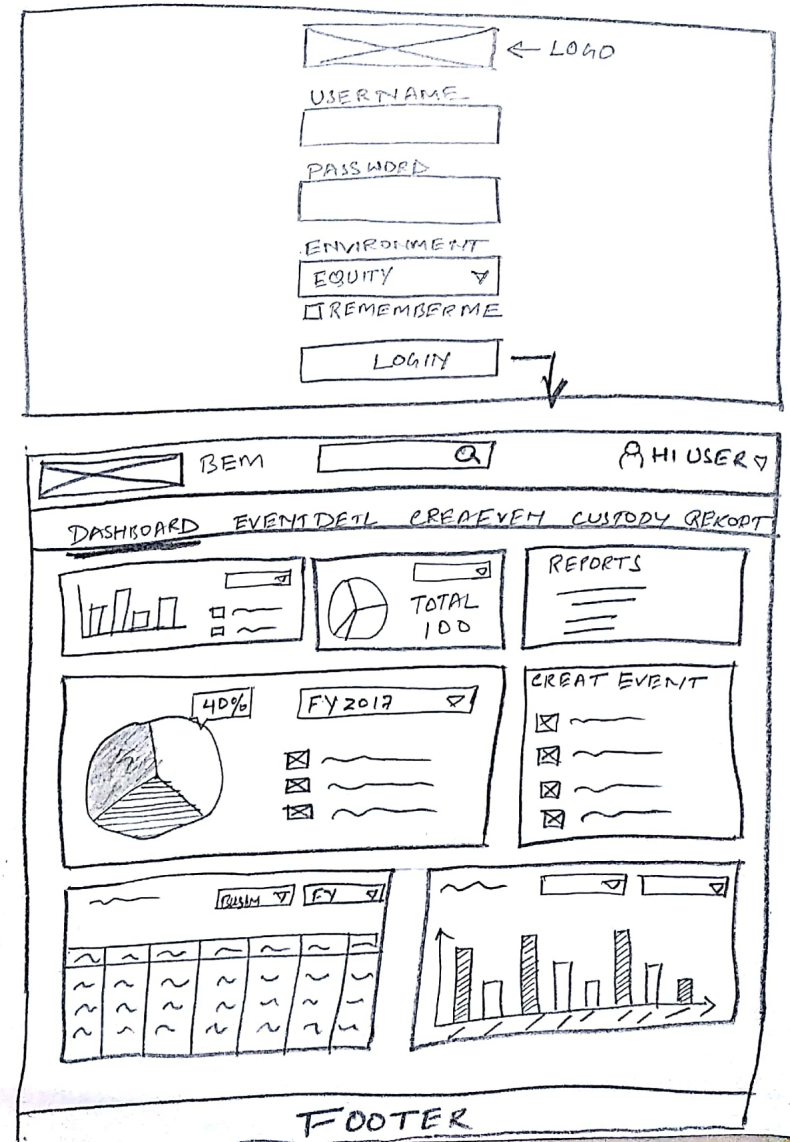
SCREEN AUDIT AND INVENTORY

Login
Event Settings
Home Page (filters)
Fund settings
Event Linking
Journal entries
Accounting event processing
Transfer
Shareholder Confirmation & reports
Audit Confirmation
DIU Design (DCR Upload)
Custody- Stock Record
Batch - Revaluation
Dashboards
Options Cost
Buy event
ASL Reports
PV Comments (includes new reqs.)

Batch - events
Equity Reports
Settlement
Stock Split
Custody- Reconciliation
Broker Confirmation
Market data updates
SWIFT Module
Fee Accrual and Invoicing
Reclass of Undisbursed/Disbursed
Art Report to Quantum
Investor + investment combination event
Investor events (Investor allocation)
Fund Reports
Host reclass Settings
Batch - Valuation
Closing
AI-DCR settings

A screen audit is the process and the result of cataloging the entire contents of a website. An allied practice, a content audit is the process of evaluating that content. A content inventory and a content audit are closely related concepts, and they are often conducted in tandem

LOW FIDELITY PAPER PROTOTYPES



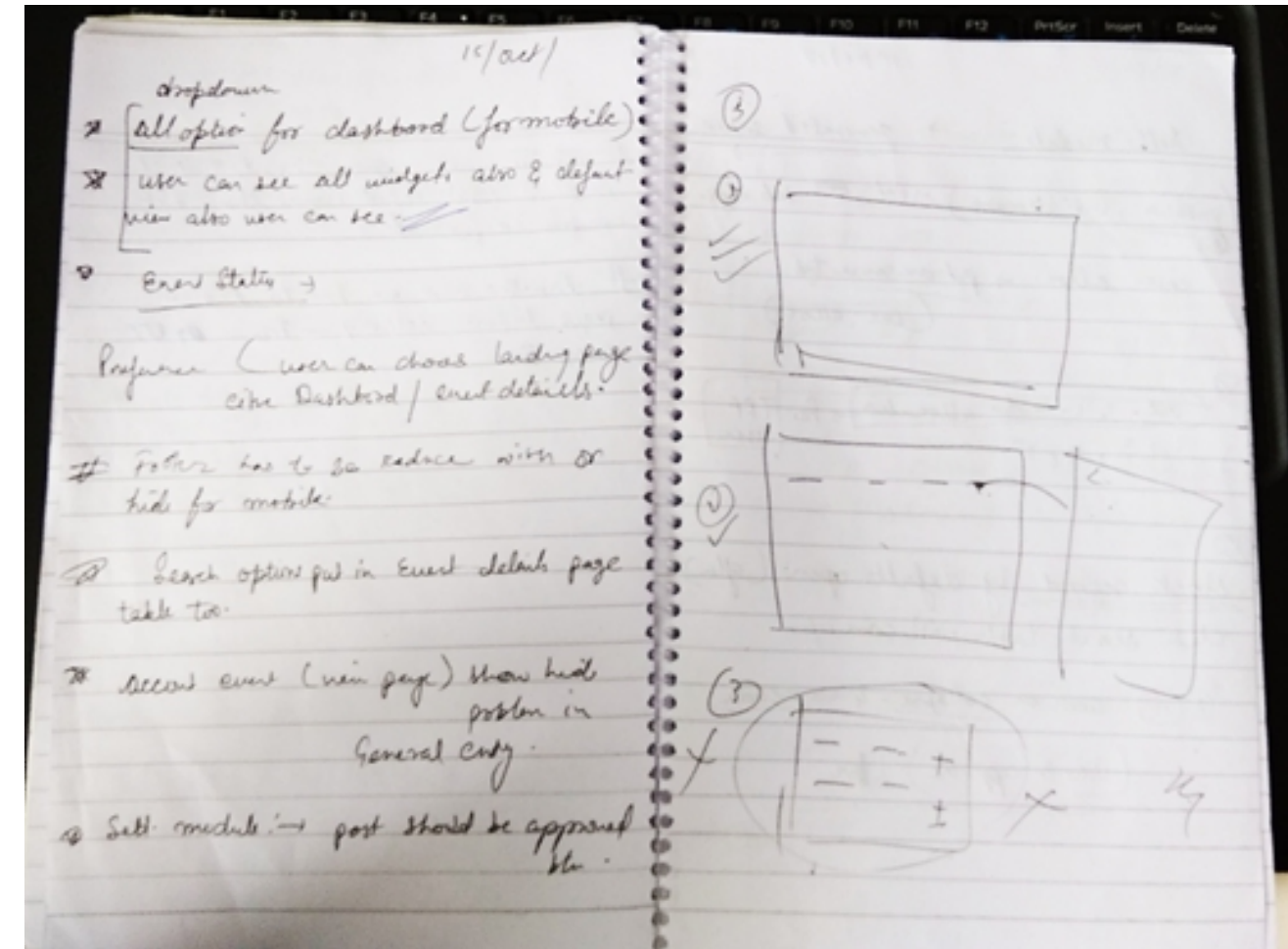
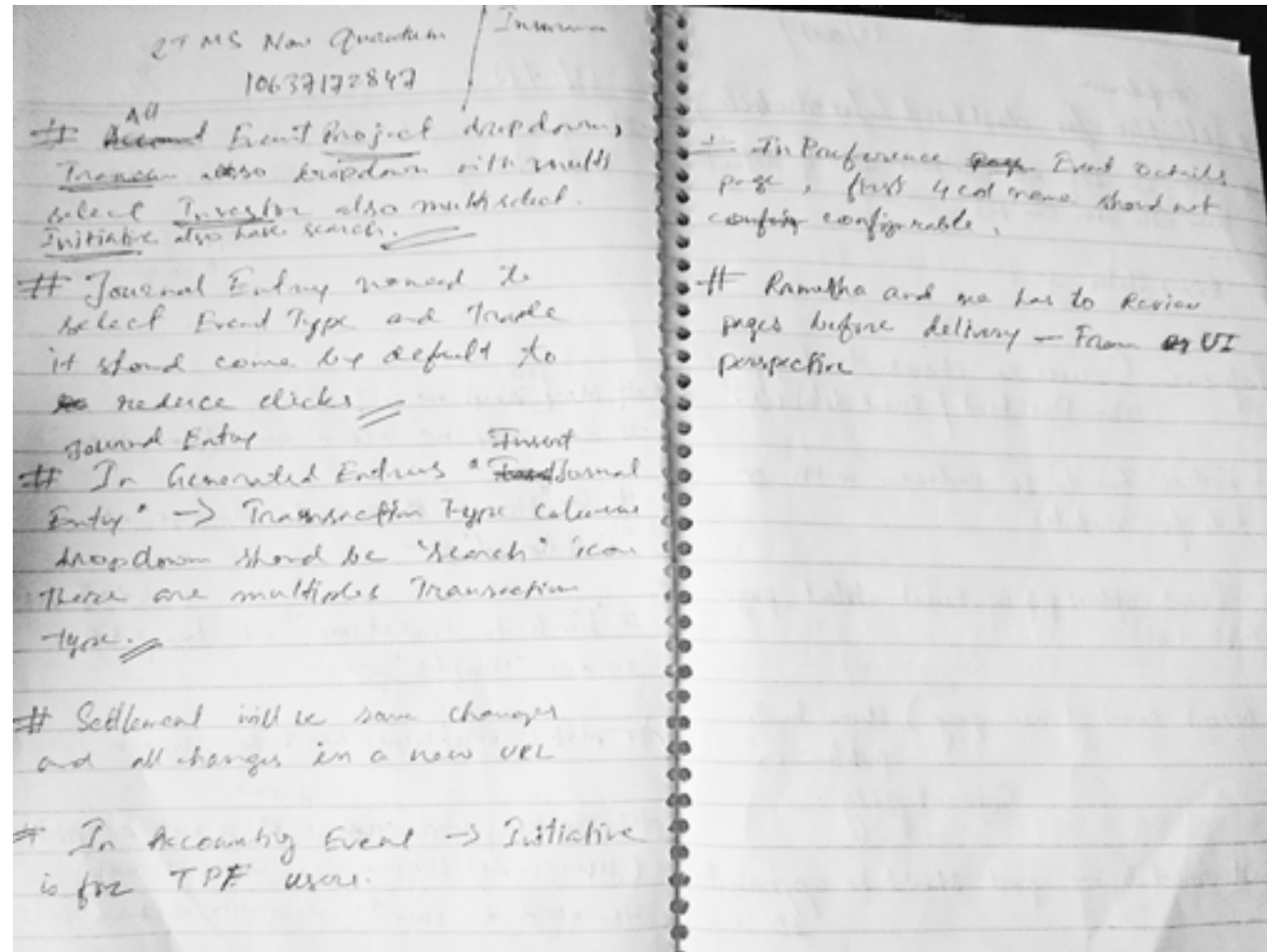
A prototype that is sketchy and incomplete, that has some characteristics of the target product but is otherwise simple, usually in order to quickly produce the prototype and test broad concepts.

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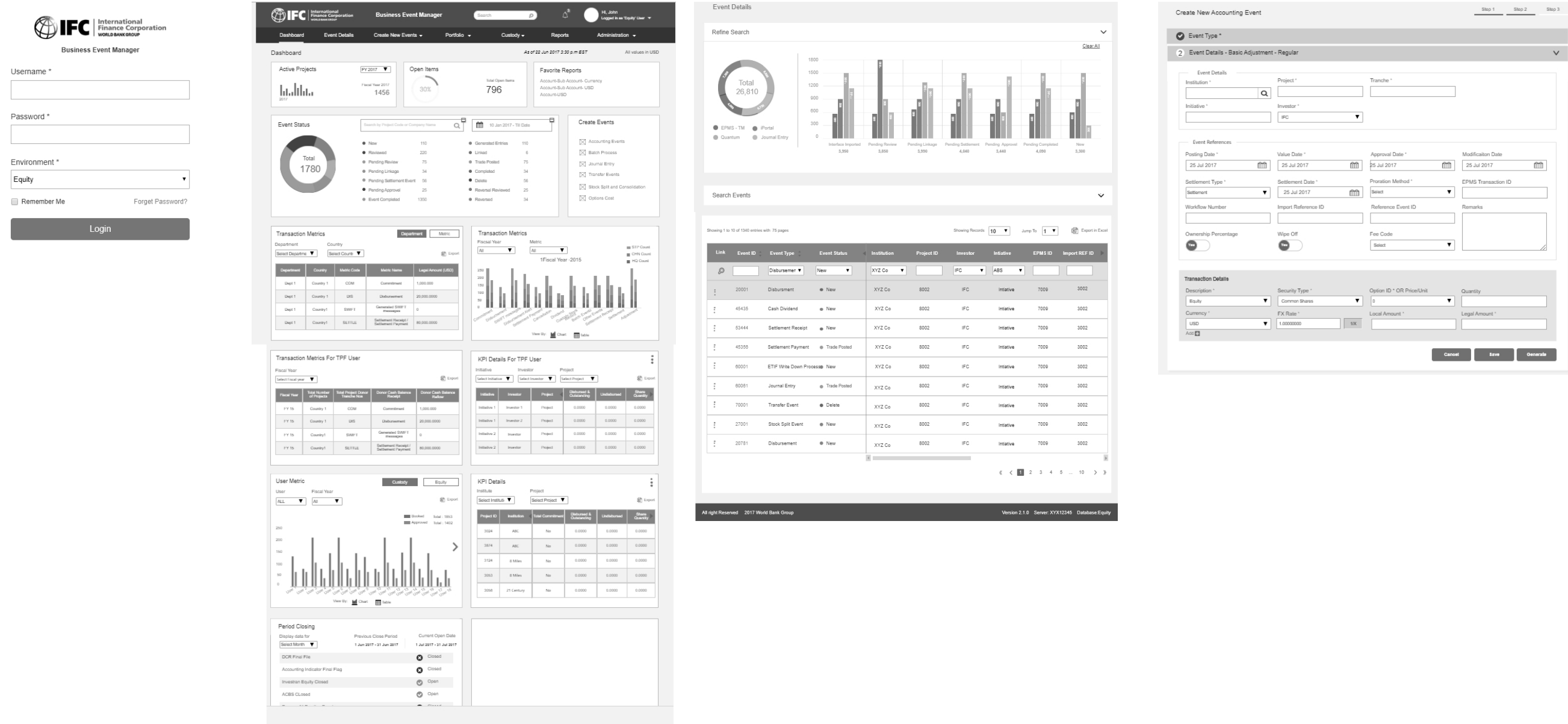
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USABILITY TESTING



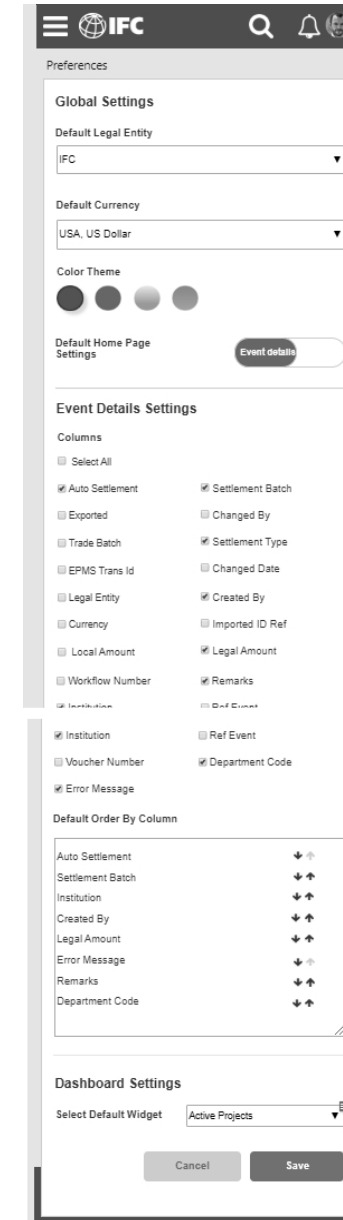
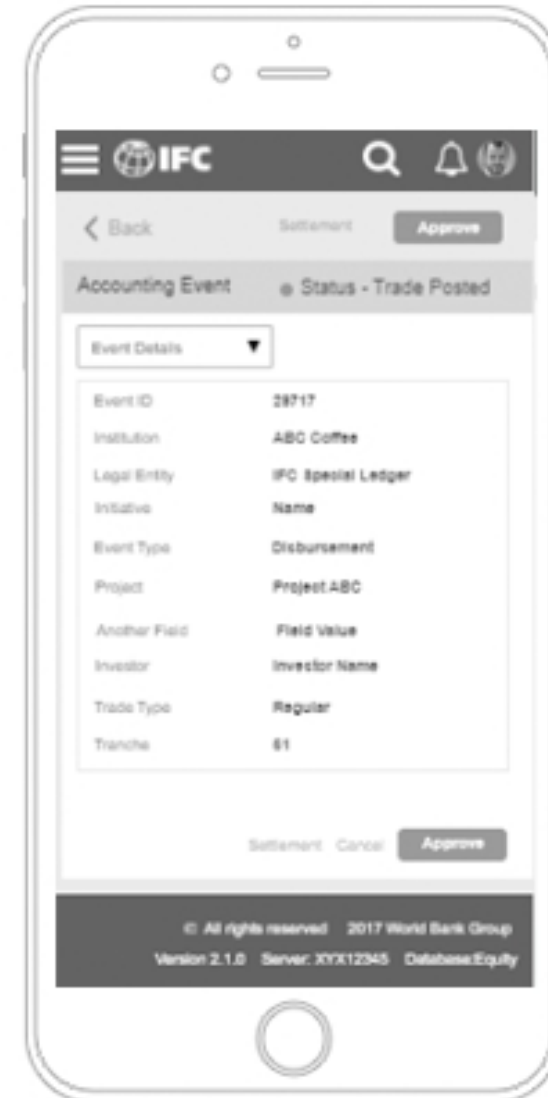
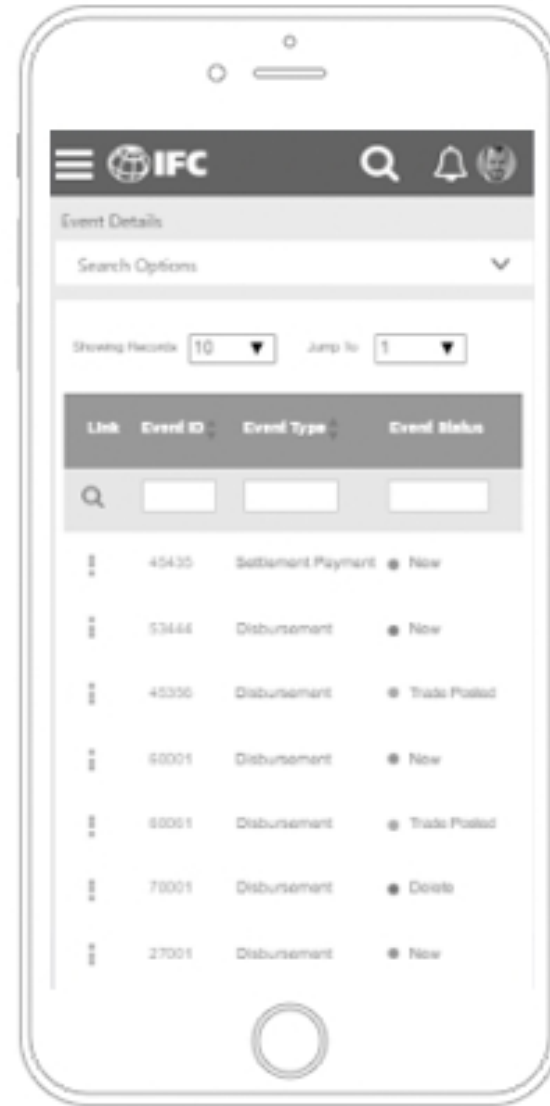
Visual design maximizes the aesthetic, information-conveying capabilities of graphics and text. It's actually a subdiscipline within the UX process, contributing to UI Design, information design, and graphic design.

HIGH FIDELITY WIREFRAMES - DESKTOP



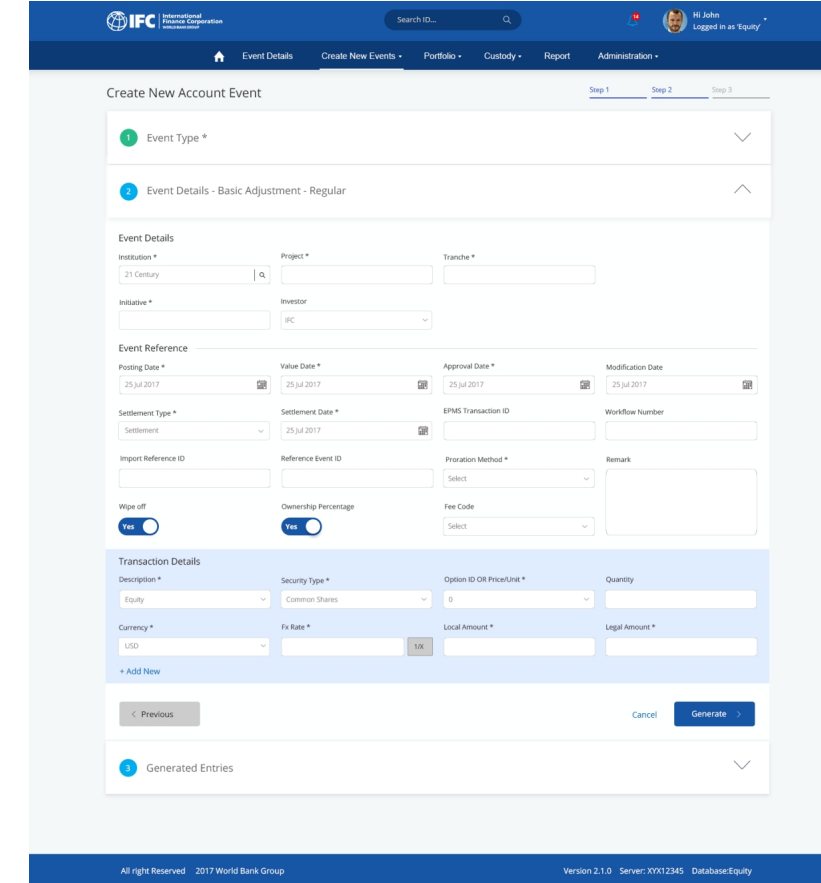
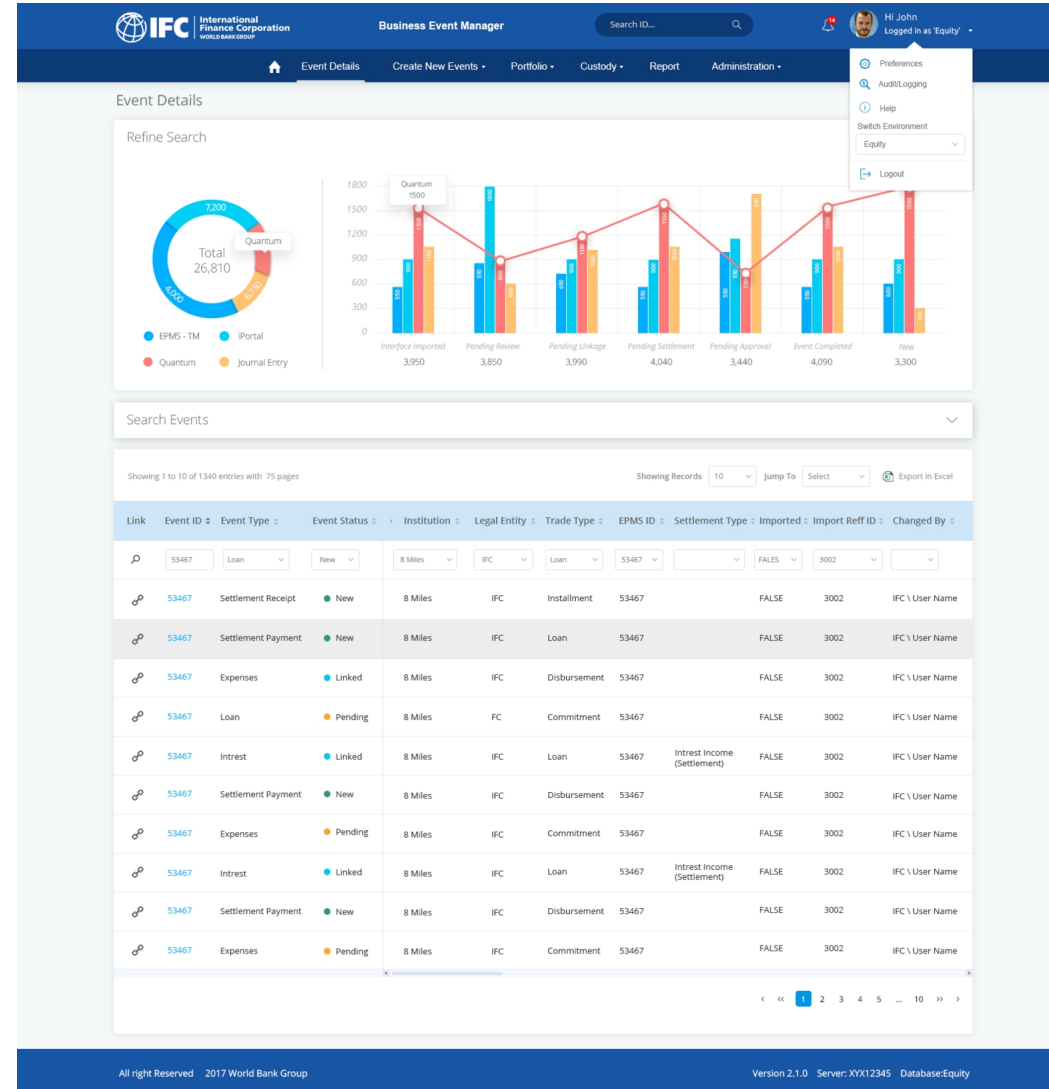
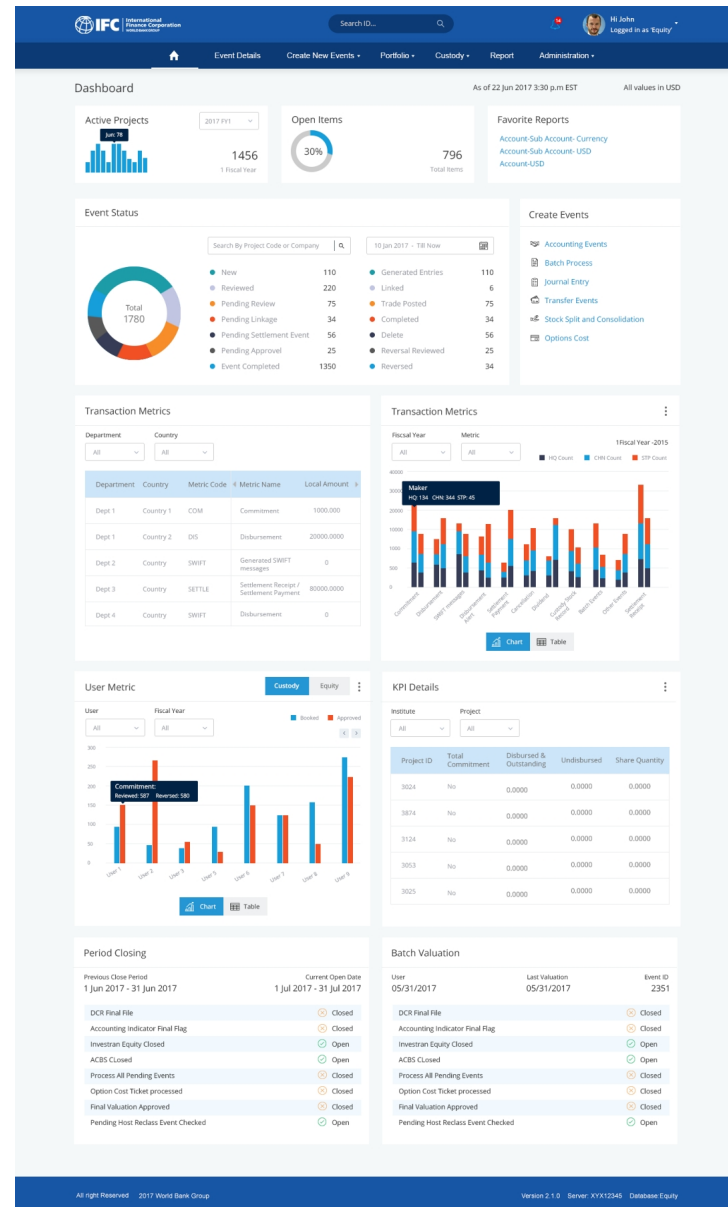
A wireframe specifically focuses on space allocation and prioritization of content, functionalities available, and intended behaviors, it allows you to determine the information hierarchy of the design while making it easier to plan out the content and user experience.

HIGH FIDELITY WIREFRAMES - MOBILE



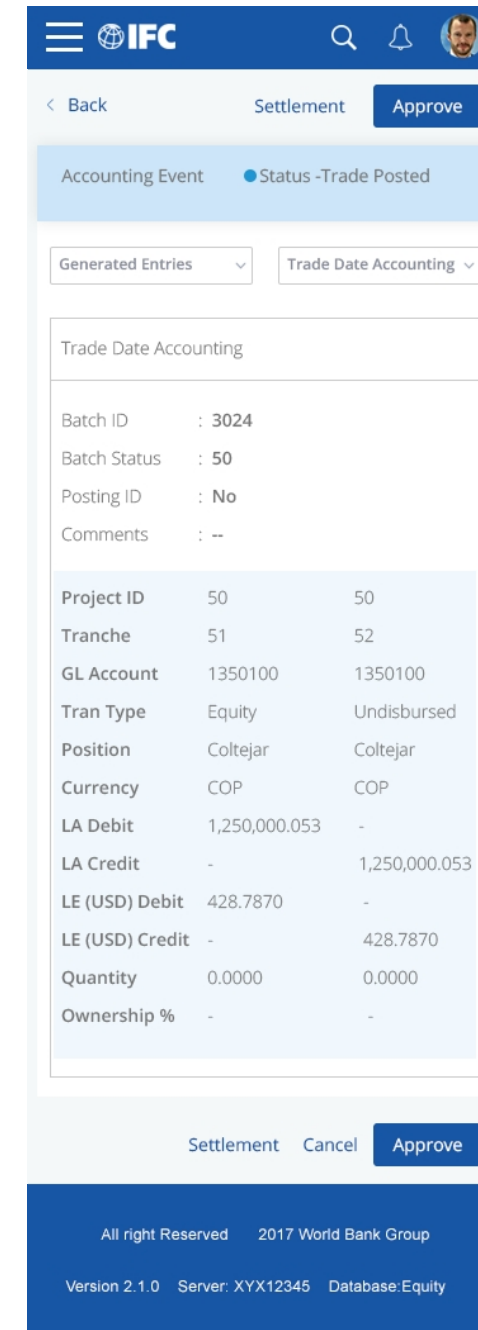
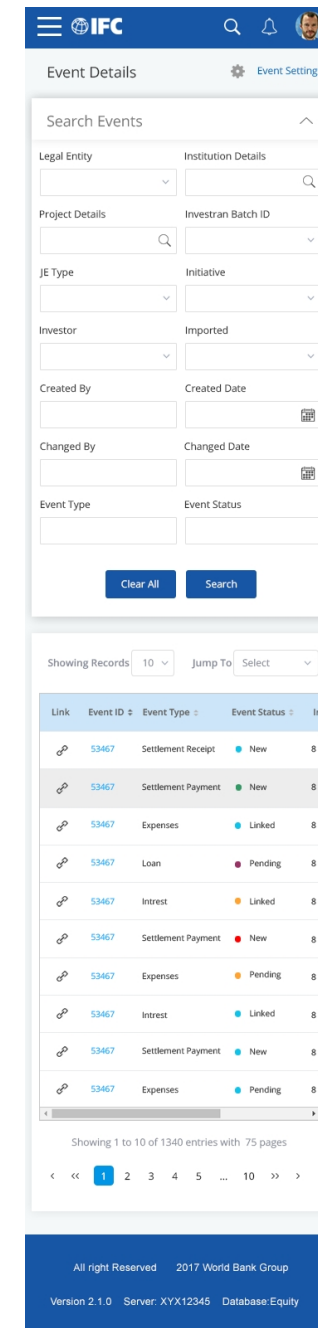
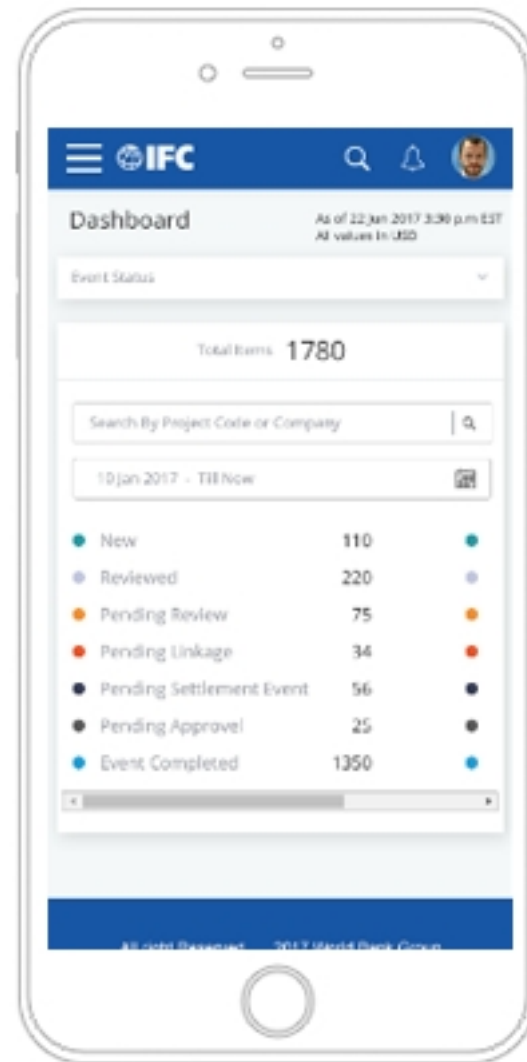
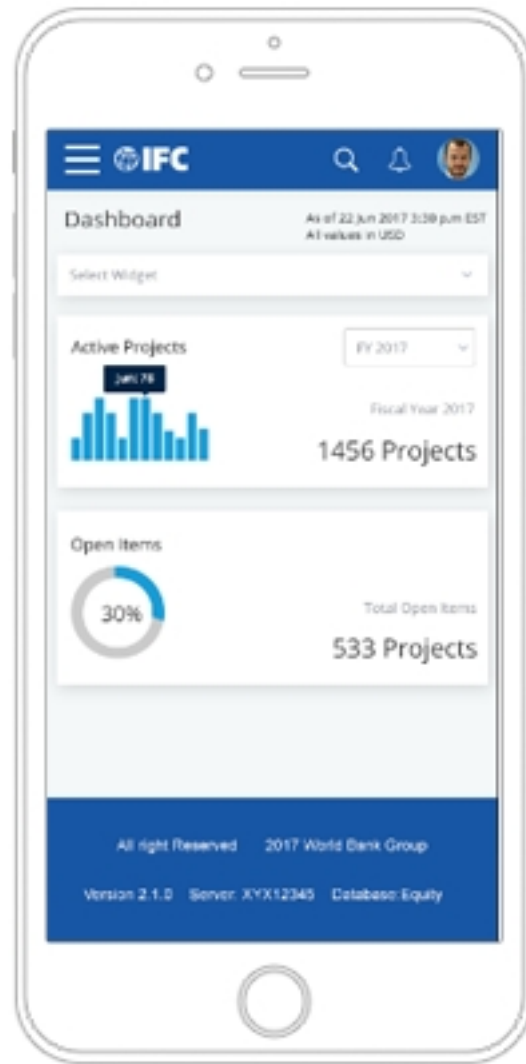
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VISUAL DESIGN DESKTOP



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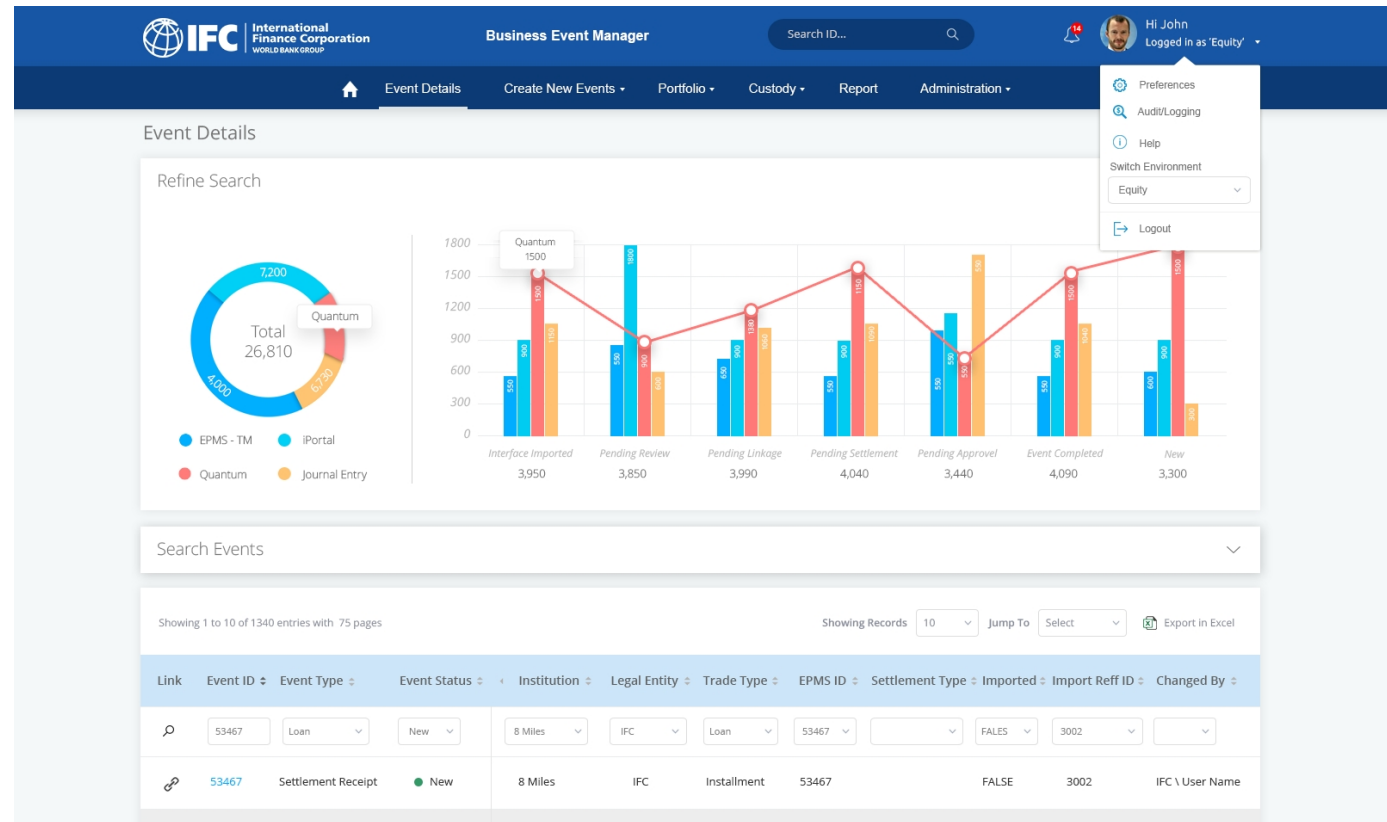
HIGH FIDELITY VISUAL DESIGN MOBILE



PROJECT OUTCOME

Old Platform: September 2017

New Platform: June 2018



ACHIVEMENTS

- Completion of task time reduced almost 40%
- 90% of their users happy with new upgradation.
- 85% Overall experience has been improved
- overall accessibility and usability
- Now responsive design can be access from multiple screen size devices

THANK YOU.