



# KASAM DEEN

## ASSISTANT LEAD UI/UX DESIGNER

### Contact

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### Skills

- Figma
- Photoshop
- Adobe XD
- CorelDraw
- Canva
- Premier Pro
- Illustrator
- Html
- Css
- Bootstrap
- Web design
- Product Design
- User Interface Designing
- User Experience Design
- Wireframing
- Prototyping
- Requirements Discovery
- User Research
- Interaction Design
- Content Designing
- Visual Design
- Design Review
- Graphic Designing
- Design Engineering

### Soft Skills

- Collaboration & Teamwork
- Creative Problem Solving
- User-Centered Thinking
- Adaptability & Flexibility
- Client Management
- Attention to Detail
- Project Ownership
- Time Management
- Feedback Integration
- Presentation & Storytelling
- Decision Making
- User Focused

### STRENGTHS

- Leadership
- Creativity
- Communication
- Time Management
- Planning
- Positive approach
- Effective Communication
- Collaboration
- Problem Solving
- Self Confidence
- Ability to learn ne w Technologies
- Leading team experience

### PERSONAL DETAILS

- Date of Birth: 08-04-1995
- Marital Status: Married
- Languages: English, Hindi, Urdu
- Hobbies: Cricket, Playing games

### CERTIFICATIONS

- Google UX Design
- Professional Certificate
- Diploma - Graphic Design

### PROFILE

Lead UI/UX Designer with 10+ years of experience delivering intuitive, user-centric digital experiences across web and mobile platforms. Proven ability to translate complex business challenges into elegant, scalable design solutions through deep user research, data-driven insights, and polished high-fidelity prototypes. Expert in design systems, interaction design, and usability best practices, with hands-on mastery of tools such as Figma, Adobe Creative Suite, CorelDRAW, and web design.

### WORK EXPERIENCE

**ADSPARKX MEDIA**  
Assistant Lead UI/UX Designer 2018 - Present

At Adsparkx Media, I lead the UI/UX efforts for enhancing our campaign management ecosystem. I currently work with a diverse cross-functional team to transform a previously limited analytics tool into a full-scale, AI-integrated campaign management platform.

- Redesigned AdScale:** Initially, I focused on improving AdScale a complex, dashboard-only reporting tool with no campaign execution capabilities. I collaborated closely with cross-channel teams and key stakeholders to identify critical business needs and usability gaps. This work laid the foundation for a complete overhaul that supports end-to-end campaign management from execution to reporting.
- Conceptualized & Built AdUnbox:** To address broader user and business requirements, I spearheaded the development of a new tool called AdUnbox. This platform was designed with AI integration to avoid over/under delivery and automate invoice tracking, ensuring campaign efficiency and financial accuracy.
- User-Centered Design Approach:** Conducted in-depth user research through persona creation and structured questionnaires. Engaged in continuous feedback loops with end users and stakeholders. Led the design cycle from low-fidelity wireframes to high-fidelity interactive prototypes using Figma, Photoshop, Illustrator, CorelDraw, Html, Css, Js, Bootstrap and wordpress.
- Impact:** Successfully unified fragmented workflows, significantly improving usability, campaign execution turnaround time, and reducing manual errors through intelligent automation. This also provides a good user Interface (UI) and User Experience (UX).

**NUTRAVO LIFE CARE PVT. LTD**  
UI/UX Designer / Graphice Designer 2017 - 2018

Designed and optimized interactive landing pages for clients and advertisers to boost engagement and conversions.  
Created logos, banners, ad creatives, brochures, and flex boards using Photoshop, Illustrator, CorelDraw, Html, Css, Js, Bootstrap and wordpress maintaining brand consistency across assets.

**XEVOKE CONSULTING SERVICES**  
Web/Graphice Designer 2014 - 2017

Designed custom graphics for digital printing across a variety of products and ensured production-ready artwork.  
Managed daily creatives and handled product listings on Amazon and Flipkart, supporting smooth e-commerce operations.

### EDUCATION

**BACHELOR'S DEGREE-BCA**  
Sunrise University Alwar Pursuing

**DIPLOMA-UX/UI DESIGN**  
Ducat Gurugram Haryana 2021

**DIPLOMA-WEB/GRAPHIC DESIGN**  
Xevoke Gurugram Haryana 2014

**SENIOR SECONDARY - SCIENCE**  
Amar Jyoti Senior Secondary Vidyapeeth 2013

- Board of School Education, Rajasthan
- Non-Medical (Science)

**MATRICULATION**  
Children's Academy Convent School 2010

- Board of School Education, Rajasthan

### PORTFOLIO

<https://www.behance.net/kasamdeen>  
<https://kasamdeen.com/>