Hashmat Arshad

UX/UI Designer

hashmatarshad@hotmail.co.uk
www.linkedin.com/in/hashmat-arshad
www.hashmat.uk

A passionate self-starter who enjoys delivering user-centric solutions. Highly skilled in user research and written communication – with a 2-year professional track record of delivering interactive prototypes and end-to-end solutions.

Experience

August 2021 - Present
Web Designer, Aston Students' Union

- Led web design for a cross-functional Marketing team, created responsive webpages in HTML, CSS, and JavaScript that aligned with modern design principles. Used by over **250,000** users.
- Led user research using card sorting, personas, surveys, and usability testing. Monitored user behaviour and leveraged data from Google Analytics to revamp the homepage and navigation, which slashed the bounce rate by **49%** and boosted traffic by **254%**.
- Presented unique and innovative solutions to stakeholders using interactive prototypes.
- Collaborated on **50+** projects targeting **18,000** students, one webpage in particular was featured in the Daily Wonkhe, recognised for its intuitive and engaging layout.

July 2022 - September 2023
Front-End Developer (Freelance), Chelmsford Taxis & Cars

- End-to-end responsibility of creating and launching a new company website, and developing creative solutions for various interfaces and webpages.
- Created and designed branding guide and UI element materials for company website, including a new logo, typeface and colour palette.
- Led web development and design, utilising user research to inform decisions in order to streamline the process of booking taxis and compete with local market leaders.

Interests & Achievements

- Won '**Best Placement Poster**' design out of **350+** students.
- Designed webpage featured in **Daily Wonkhe** (national briefing service for Higher Education).
- Offered publication in Young Writers anthology.
- Achieved a mark of **81%** on my dissertation titled "*Leveraging Automation & AI to Improve UI Design*", where I used Machine Learning, AI, automation and data analytics to propose novel approaches to improving UI design.
- Achieved an average grade of **80.05%** for my final year whilst working full-time as a Web Designer.

Education

September 2019 - June 2023
BSc Computer Science
Aston University

First Class Honours (**80%**)
Relevant Modules:

- Dissertation - '*Leveraging Automation and AI to Improve UI Design*' (**81%**)
- Interaction Design (**75%**)
- Human-Computer Interaction (**72%**)

Skills

Technical

- UX & UI Design
- Wireframing
- Rapid Prototyping
- HTML & CSS
- Javascript
- Responsive Design for Web and Mobile
- Figma
- InVision
- Adobe CC (Photoshop, Illustrator, Premiere Pro, After Effects)
- Web Development

Research

- User Research
- Google Analytics
- Personas
- User Flows
- Usability Testing
- Storyboarding
- Journey Mapping
- Data Visualisation