Top Skills

Product Design

Mockups

Adobe InDesign

Languages

Urdu (Native or Bilingual)

Punjabi (Full Professional)

English (Full Professional)

Arabic (Limited Working)

Certifications

Certified In The Fundamentals Of
Digital Marketing By Google

Zaid Shah

User Experience Designer at Midnight Marketing with creative design
expertise
Niagara Falls, New York, United States

Summary

Hello! I am a dedicated UX Designer at Midnight Marketing, where
I architect intuitive, engaging, and seamless user experiences
for a diverse clientele across myriad industries. My focus lies in
harmonizing aesthetics with functionality to engineer solutions
that not only delight users but also enhance conversion rates and
optimize user journeys.

Collaboration is at the heart of my design process. Working
synergistically with graphic designers, web developers, and
marketing strategists, I ensure the delivery of superior quality
products that resonate with the users' needs and surpass their
expectations.

Empathy drives my design decisions. I am adept in conducting
comprehensive user research, usability testing, and data analysis
to glean actionable insights. These insights fuel the continuous
refinement of user experiences, ensuring they are tailored to meet
user expectations and business goals alike.

Equipped with a robust design background, I bring over thirteen
years of rich experience in the realm of experience design and
consumer-centric design to the table. My academic credentials
include a Bachelor of Design from Bahauddin Zakariya University,
a Certificate in User Experience from York University, and a Higher
National Diploma in Digital Marketing from triOS College.

I wield expertise in diverse tools and platforms, including but not
limited to Figma, Adobe XD, Adobe Photoshop, Adobe Illustrator,
and HubSpot, empowering me to craft compelling and impactful
digital solutions.

Innovation and learning fuel my passion. I am consistently on the
lookout for emerging trends and novel skills to incorporate into my

design approach, ensuring the solutions I create are not only current but also future-ready.

Let's connect and embark on a journey to elevate your digital presence and enhance user satisfaction. Together, let's craft experiences that resonate, engage, and convert!

Experience

Midnight Marketing
2 years 5 months

User Experience Designer
July 2023 - Present (7 months)

Graphic Designer
September 2021 - August 2023 (2 years)

Vitality
Web Designer
December 2018 - August 2021 (2 years 9 months)

Abu Dhabi Media (ADM)
Marketing Art Director
September 2016 - November 2018 (2 years 3 months)

Icon Advertising LLC
Senior Graphic Designer
January 2015 - September 2016 (1 year 9 months)

ITP Media Group
Senior Designer
March 2014 - December 2014 (10 months)

Education

York University
Certificate in User Experience, User Experience · (May 2023 - December 2023)

triOS College Business Technology Healthcare

Digital Marketing · (2020 - 2021)

Bahauddin Zakariya University

Bachelor of Design, graphic design, photography, animation · (2007 - 2011)