

RIZWAN MUSHTAQUE QUREISHI

Senior Web Designer (UX-Focused)

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Pune



EXPERIENCE

Senior UX Designer & Web Experience Consultant

Senior Web Designer applying UX principles

05/2024 Pune (Remote)

Freelance Web & UX-Informed Designer creating web experiences that don't leave users scratching their heads.

- Designed **UX for complex B2B workflows**, making complicated tasks feel surprisingly simple
- Built **design systems and web app interfaces** for *Fuel Pass* — because consistency matters
- Improved **onboarding UX** for financial platforms (*Centrum Bank*), so users actually enjoy signing up
- Designed and developed **apps and websites** with a focus on clarity, usability, and a sprinkle of user happiness.

Senior UI/UX Designer

SSBA Innovations Pvt. Ltd

01/2019 - 04/2024 Pune

SSBA Innovations – Technology-driven company providing financial solutions, tax services, and investment advisory.

- Managed and redesigned web and mobile platforms like **TaxBuddy**, **Wealth Builder**, **FinBingo**, **USTaxFiling**, and SSBA's corporate site, keeping everything responsive, user-friendly, and pixel-perfect.
- Led app and website revamps, collaborating with external agencies and converting designs into responsive, pixel-perfect HTML—handling high-volume work while innovating to reach 1 lakh+ subscribers.
- Also worked on Krishival, the e-commerce site—making sure shopping online is as smooth as balancing finances.

Freelance UX & Web Designer

Freelance UI Design

11/2017 - 12/2018

Pixel-Perfect Front-End Development for HayBeat

- Converted designer-provided mockups into **responsive HTML pages**, ensuring the platform looked great on any device

UI Designer

ARS Traffic & Transport Technology India Pvt. Ltd

07/2013 - 10/2017 Pune

A technology company focused on intelligent traffic and transport management solutions.

- Designed dashboards and website interfaces for **MPRDC's Accident Response System**, turning complex traffic and surveillance data into clear, usable screens—making critical information easy to read when every second counts.
- Designed the Plan Your Trip page for Surat Sitalink, enabling users to easily plan routes and access transit information in one place. Focused on clear layouts to simplify real-time transit planning.

SUMMARY

Senior Web Designer with 20+ years of experience in web and UI design, specializing in **responsive websites, front-end implementation, and CMS-based development**. Skilled in **Figma, HTML, CSS, Bootstrap, Tailwind**, and platforms like **WordPress, Wix, and Shopify**, delivering end-to-end web experiences for both B2B and B2C websites.

Applies **UX principles to transform tricky workflows into smooth, satisfying user journeys — because nobody likes getting stuck**. Conducts heuristic evaluations, competitive analysis, and structured design thinking to improve usability, simplify user flows, and enhance overall engagement.

KEY ACHIEVEMENTS



Cross-Browser Compatibility Success

Achieved 100% cross-browser compatibility for multiple web projects — making sure sites look perfect whether users are on Chrome, Firefox, or that mysterious old browser nobody admits to using.



UX-Driven Web Design

Built web platforms that earned praise for usability — making tricky tasks feel almost too easy.

CERTIFICATIONS

Google UX Design Certificate

A comprehensive UX program covering user research, prototyping, and usability testing — equipping you to create experiences that delight users instead of leaving them puzzled.

Google AI Essentials

Learn the basics of artificial intelligence — making sure AI stays your assistant.

GrowthSchool (UX Kickstart Workshop)

Dived into 3 months of UX at Growth School in 2021 — certification paused for work, but learned enough to make users happy.

Designers Academy certified UX Designer (2020)

With skills in research, wireframes, prototypes, and design thinking — helping websites be intuitive, engaging, and slightly less confusing

EXPERIENCE

Freelancer – Web & UI Designer

Freelancer

📅 10/2010 - 06/2013 📍 Mumbai / Pune

Freelance web designer working with multiple industries

- Aptara – Converted PSD designs into clean, pixel-accurate HTML/CSS for a US government internal project.
- Bharat Translines – Delivered complete branding and website solutions for a logistics company.
- Opus Designs – Designed a responsive website for a Mumbai-based architecture firm.
- Fazlani Foundation – Designed and developed the foundation's website with a clean, purpose-driven layout.
- Tinytapps – Designed an engaging website for a children-focused ed-tech startup.

Marketing & Web Designer

ISI Emerging Markets Group

📅 03/2007 - 10/2010 📍 Mumbai

ISI Markets – a global provider of financial data and market intelligence for emerging economies.

- Supported global offices as part of the marketing team, delivering marketing collateral, HTML landing pages, emailers, website updates, and internal web app designs.
- Translated complex financial information into clear, on-brand visuals while managing requests across time zones and tight deadlines.

Web Designer & Multimedia

Early Career – DEIS Pune + KPIT Cummins

📅 03/2001 - 03/2007

Worked in various roles focusing on web design and multimedia

- Designed **marketing presentations and brochures** for *KPIT Cummins*, focusing on clarity, visual consistency, and brand alignment.
- Created the website for **DEISPune.org (NGO)** and designed **interactive CDs** for small-scale businesses, ensuring information was clearly presented, easy to navigate, and engaging—so users could find what they needed without getting lost.

EDUCATION

Diploma in Advanced Computer Arts (DACA)

CDAC

📅 03/2002 - 08/2002 📍 Pune

- Diploma in Advanced Computer Arts (Multimedia) from C-DAC — a hands-on program that laid the groundwork for my long-term career in design and technology.

Web Design, Development and Maintenance

London College of Business & Computing

📅 09/2000 - 12/2000 📍 UK

- Web Design — completed a 3-month course during an extended stay, where I learned the fundamentals of website building at the very start of the web's evolution.

B.Com

Symbiosis College

📅 05/1996 - 04/1999 📍 Pune

CERTIFICATIONS

UX Expert, Pune (2018)

Launched my UX journey in 2018 with a Professional Training Course — my first step toward making clicks less confusing.

SKILLS

Figma	HTML	CSS	Tailwind
Wix	WordPress	Wireframing	
Responsive Web	Bootstrap	Shopify	
CDS	Wireframes	Critical Thinking	
Attention to Detail	Teamwork		

INTERESTS



Design for Ease and Delight

Creating the best designs after taking stock of what will make life easiest for users — basically trying to make clicks feel effortless and users happier.