

# Abid Ahmad Shah

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- [Linkedin Profile](#) • [Portfolio](#) • [Behance Portfolio](#)

## SUMMARY

Creative and strategic UI/UX Designer and Assistant Manager with 4+ years of experience in designing user-friendly interfaces and leading visual branding projects. Expertise in UI/UX, graphic design, motion graphics, and designing marketing and social media campaigns.

## SKILLS

- **UI/UX Design:** End-to-end design of intuitive and engaging digital experiences, including AI-based products.
- **Graphic Design:** Crafting brand-aligned marketing materials and compelling visuals.
- **Branding:** Leading projects focused on visual identity development and brand positioning.
- **Motion Graphics:** Creating dynamic content for marketing and social media campaigns.
- **Leadership & Collaboration:** Team leadership, stakeholder management, and cross-functional collaboration.

## EXPERIENCE

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### Director of Design - *The Digital London*

*March 2025 – Present*

- Leading UI/UX design projects, ensuring high-quality user experiences for digital products.
- Managing marketing and social media campaigns with a focus on visual branding and motion graphics.
- Collaborating with cross-functional teams to align design strategies with business objectives.

Overseeing motion graphics creation for dynamic marketing content.

### Assistant Manager Creatives - *Industry Inscript*

*May 2024 – March 2025*

- Leading UI/UX design projects, ensuring high-quality user experiences for digital products.
- Managing marketing and social media campaigns with a focus on visual branding and motion graphics.
- Collaborating with cross-functional teams to align design strategies with business objectives.
- Overseeing motion graphics creation for dynamic marketing content.

### Team Lead - Graphics & UI/UX Designer - *AlloTs Geek World Pvt Ltd*

*Dec 2020 – May 2024*

- Managed end-to-end UI/UX projects, including the design of user interfaces for AI-based applications, focusing on user-centered design.
- Led multiple branding and marketing campaigns, working closely with clients and teams to ensure project success.
- Oversaw graphic design efforts, including brochures, social media content, and other visual assets.
- Developed creative concepts, conducted usability testing, and iterated based on feedback to optimize user experiences.
- Mentored junior designers and facilitated collaboration across teams to meet deadlines and project goals.

## TOOLS

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- **Adobe Creative Suit (Photoshop, Illustrator, Indesign, Premier pro, After effects)**
- **Figma**
- **Balsamiq**
- **Microsoft Office**

## EDUCATION

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*AMITY UNIVERSITY, Noida, Delhi*  
*Bachelors in Computer Application*

*(2024 - Expected 2026)*

*MPML Higher Secondary, Srinagar, Jammu & Kashmir*  
*10+2*

## CERTIFICATIONS

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[\*Google UX Design Professional Certificate\*](#)

*(Completion: December 27, 2022)*