Yousuf Ullah

PROFILE

SKILLS

EXPERIENCE

EDUCATION

INTERESTS

Hello there, I am a UX/UI Designer

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I am a seasoned UX Designer who can leverage user-centred design principles to help craft intuitive and impactful digital experiences. My passion is to drive commercial success by aligning user needs with business objectives using innovative design solutions. I love collaborating within cross-functional teams to elevate product usability, accessibility, and engagement. I am committed to fostering knowledge-sharing within the UX teams, contributing strategic insights, and advancing organisational goals through data-driven design practices, user research and interactive prototyping.

- Effective Communicator
- Design Methodologies
- User Research
- Visual Design
- Interaction Design
- Wireframing & Prototyping
- AI-Driven Design
- Usability Audits
- Storytelling & Presentation
- Figma and Adobe CC
- Motion Graphics
- HTML5, CSS and JS

University for the Creative Arts *(2009 – 2025)*
ICT Advisor (Full Time)

- Provide students 1-2-1 Tutorials in using creative commercial software.
- Client facing IT support for students and staff.

The Kusp *(2018 – 2019)*
Lead UX/UI Designer

- User Research (Qaulitative and Secondary).
- User Personas
- User Journey Mapping and Information Architecture of website.
- Storytelling and presenting website proposal and findings internally and to client.
- Development of Hi-Fidelity Wire Frames and The Kusp Website.
- Effectively communicating with, and working in, a team.
- User testing with real users.
- Producing Handover documentation for designers and developers

Brain Station London *(2024)*
UX Design Certificate

University of Westminster *(2013 – 2016)*
Master of Science (MSc) Multimedia

MSc Year One Modules

- User Centred Interface Design
- Web Marketing and Analytics
- Web Development
- Digital Editing and Motion Graphic

MSc Year Two Modules

- Multimedia Scripting for Interactivity
- Multimedia Management
- Research Methods and Professional Practice
- Multimedia Project

University of Westminster *(2006 – 2009)*
Bachelor of Science (BSc Hons) Multimedia Computing

Technology and UX Design have always been the centre of my passion due to their consistent evolution within the real and virtual world. I am sociable and can effectively communicate with people from different walks of life. I thrive in my active working lifestyle by exercising and studying martial arts. I play RPG games as they allow me to solve complex challenges and experience the lives and minds of beings beyond the confinement of our universe. For me, games push the limits of digital UX Design and storytelling which are great sources of inspiration.