

Sk Ayaz

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Seasoned UI/UX Designer with 3+ years of experience in Blockchain, DeFi, and AI applications. Skilled in user research, prototyping, usability testing, and cross-functional collaboration.

EXPERIENCE

UI/UX Designer

Oct 2023 - Present

[General Magic](#), Remote

- Led UX/UI design for blockchain and Web3 applications, including [Nimbora](#), [Polymarket](#), [Size Credit](#), [Spotlight](#), and [Nounspace](#).
- Conducted research and design for two internal products: [Pairwise](#) and [Unicorn](#).
- [Pairwise](#): A community-focused voting tool facilitating transparent capital allocation in funding rounds.
 - Designed the Pairwise Mobile app, Voting app, and Grants Management Tool, enabling any community to create and conduct funding rounds.
 - Supported Optimism's Retro Funding Rounds (3, 4, 5, 6, 7) by optimizing the voting experience for badge holders.
- [Unicorn](#): A no-code account infrastructure for memberships with secure Web3 wallets, helping brands monetize while maintaining a Web2-like experience.
 - Partnered with ETHDenver for ticketing and community services for Spork DAO members.
 - Onboarded VDAO and secured listing in the OrangeDAO accelerator program.
- Helped develop and implement best practices to enhance design processes and developer collaboration.

UI/UX Designer

Apr 2022 - Apr 2023

[DIVA Protocol](#), Remote

- Led a successful redesign of the [DIVA Web Application](#) by conducting comprehensive research, competitor analysis, and incorporating valuable community feedback.
- Crafted both web and mobile responsive design prototypes with attention to detail and visuals, following design guidelines, and conducted usability testing before development.
- Implemented gamification strategies, resulting in 26,000+ participants in the testnet program.
- Designed and launched a decentralized donation platform - [DIVA Donate](#), achieving a 40% success rate in user engagement.
- Designed three DeFi applications within the DIVA ecosystem, expanding its financial offerings.

UX Engineer

Dec 2019 - Dec 2020

[Invincix Solutions](#), Bhubaneswar

- Interacted with business clients to gather requirements and translate them into project objectives and features.
- Developed web and mobile front-end solutions, ensuring seamless design-to-development handoff for Figma-based designs.
- Collaborated closely with project managers and engineers, managing multiple client projects effectively.

OTHER EXPERIENCES

UI/UX Designer

Jun 2022 - Nov 2024

[ZeonAI](#), Freelance, Remote

- Conducted user research and UX/UI design for an AI-powered document processing platform: [DeepDelve Document AI](#), enabling actionable insights from invoices, claims, receipts, contracts, company filings, and engineering documents.
- Designed a Generative AI platform for enterprises to help users discover information and insights from internal data repositories.
- Improved user experience and added new features based on beta testing feedback.
- Collaborated closely with Product Managers and Developers, contributing to brainstorming sessions and product improvements.

SIDE PROJECTS

Founding Designer

Dec 2024 - Present

[Fair Forms](#)

- Collaborated with team members in product research, scope documentation, and roadmap planning
- Designed application interface with drag and drop functionality to build and publish forms
- Currently working on a new Interface design for introducing AI-powered form-building functionality through prompts
- Working on branding and new landing page design for improved user conversions

EDUCATION

Master of Business Administration (M.B.A.) - Operations & Marketing

Sep 2020 - Jun 2022

Siksha 'O' Anusandhan (SOA) University, Bhubaneswar, India.

SKILLS

- **Design & Research**
 - UX Research: Usability Testing, User Interviews, Personas, Journey Mapping
 - UI Design: Responsive & Accessible Interfaces, Design Systems, Prototyping
 - Interaction Design: Wireframing, Information Architecture, Microinteractions
- **Tools & Technologies**
 - Design: Figma, Adobe XD, Photoshop, Illustrator
 - Prototyping: High-Fidelity Prototypes, Interactive Wireframes
 - Front-End Collaboration: HTML, CSS, Basic JavaScript
- **Collaboration & Communication**
 - Working in remote, cross-functional teams across different time zones (CET & US)
 - Effective communication with developers, product managers, and stakeholders
 - Presenting design decisions and user insights to key decision-makers