RUWAIZ RAZAK

SENIOR USER EXPERIENCE DESIGNER

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SUMMARY

Experienced UX Designer with 7+ years of designing mobile games for global audiences. Proven track record of improving KPIs through data-driven, user-centered design. Adept at communicating design rationale and insights through effective presentations to stakeholders, aligning design decisions with business objectives.

EXPERIENCE

NORDEUS, SENIOR EXPERIENCE DESIGNER   OCT 2024- PRESENT
- Currently building something cool with the team.
- Collaborating closely with product and engineering teams to build game features.

ZYNGA, SENIOR EXPERIENCE DESIGNER   JULY 2023- JAN 2024
- Redesigned Navigation and FTUE **resulting improved New User Retention Rate** significantly.
- **Presented design proposals** effectively to stakeholders and cross-functional teams.
- **Mentors intern and Associate UX designers** nurturing growth.
- **Defined A/B testing** validating hypothesis using KPIs.
- **Elevated end-to-end experience,** addressing and identifying UX issues through thorough research.

ZYNGA, EXPERIENCE DESIGNER   JULY 2021- 2023
- Contributed to **Farmville 3** UX transition from external studio to Zynga India with Senior UX.
- **Revamped Ad-watching experiences** for players.
- Drove design decisions through rigorous **qualitative and quantitative researches**.
- Streamlined design process by building **design systems in Figma and Unity.**
- **Built survey systems** within the game to gather qualitative and quantitative data.

ZYNGA, ASSOC. EXPERIENCE DESIGNER   JULY 2019- 2021
- Designed features by conducting **Competitive Analysis, UX Research and diverse design stages.**
- **Collaborated with PMs and Game Designers,** to synchronize feature alignment with business needs, market feedback and user testing.
- Built **Unity prefabs** and translated figma designs and animations to prefabs and .anim files.
- **Directed Revenue KPIs and feature roadmaps as APM** in 2021 Q1, under supervision.

GLU, ASSOC. EXPERIENCE DESIGNER   MAR 2018- 2019
- Conducted **funnel analysis on user onboarding** reducing churn and improving retention**.**
- Built multiple features adhering to **Agile** methodology by conducting **Usability Testing, User Research,** creating **Wireframes, Prototypes, User flows, use cases, defining VFX** and **SFX** for features.

KERALA STARTUP MISSION, FELLOWSHIP   APRIL 2017- 2018
NEXT FELLOW, PRODUCT DESIGNER   JAN 2017- 2017

EDUCATION

BACHELOR OF ENGINEERING IN COMPUTER SCIENCE   JUNE 2012-2016
Vishwesharaya technical university

SKILLS

- UX Design, User Research, A/B Testing, Wireframing, Prototyping, Interaction Design, Building Design Systems, Quantitative analysis, Information Architecture.
- Tools: Figma, Unity, Adobe XD, Miro , Sketch, R, Python, SQL
- Frontend: HTML, CSS, JavaScript, React, Astro