



Sadiq Sky

Sr. Product Designer

11+ Years of Experience

Portfolio: www.sadiqsky.com


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I am focused on creating meaningful experiences through design and enjoy finding ways to make things work better.

I aim to use design to create products that are thoughtful, engaging, and impactful. My ultimate goal is to create simple designs that are intuitive and enjoyable to use, and I believe that design is a powerful tool for making a positive impact on the world.


Work Experience

 **HUAWEI** UI/UX Engineer (Lead)
Huawei Technologies - ME
Feb 2022 - Present


My tasks include designing advanced digital products for the Abu Dhabi Government sector, including the Smart City Digital Twin, Smart Mobility solutions, Geospatial platforms, Defence systems.

From the requirements phase to the high-fidelity interface design, I manage the full product design lifecycle. From empathising with user requirements, preparing user flows, information architecture, wireframes, to handing over design assets to developers, my daily tasks are varied.

Major Projects: Abu Dhabi Smart City Digital twin, Abu Dhabi's Smart Mobility Intergrated Operation Center, Bayanat's AI Geo Platform, ITC's Super pay App, MOD's C2 System

 **FINANCE HOUSE** Lead Designer
Finance House - Abu Dhabi
Jul 2021 - Jan 2022 (6 Months)

I've worked on a variety of campaigns and digital activations. When the company was transforming into a digital age, I was involved in some product design and marketing activities. In addition, I implemented a targeted digital advertising campaign, which resulted in significant increases in website traffic and leads.

 **TAKELEAP** Senior UX/UI Designer
Takeleap DMCC - Dubai
Jun 2019 - May 2021 (2 Year)

In my role at Takeleap, I had the opportunity to design cutting-edge technologies such as virtual reality, augmented reality, and mixed reality experiences. What does that mean? I got to dive into the exciting world of creating immersive and interactive digital experiences that go above and beyond traditional interfaces. From designing user-friendly interfaces in different sectors such as health care, real estate, and education, to prototyping cutting-edge AR/VR applications, my days were packed with pushing the boundaries of what is possible in the digital realm.

Major Projects: Dubai Municipality GIS Centre, Dewa VR Studio, SeekRight, Sanofi VR and AR experiences, Ministry of Health and Prevention Innovation month, Nike trail room, Gitex - VR, AR, and IoT experiences for various clients, Takeleap Website

Education

Master of Business Administration
at Manipal University
2023 - Pursuing

Bsc, Visual Communication
at Bharathiar University Coimbatore
2010 - 2018

Skills

- Design thinking • UX Design • UI Design
- User Flows & Storyboarding • Create User Personas
- Wireframes • Sitemaps • Design Systems
- Information Architecture flows • Rapid Prototyping
- HTML • CSS • A/B Testing & Experiment
- Manual Testing • Cognitive walkthrough
- Pitch deck and strategy presentationsn • Web 3
- Illustration and Infographics • Interaction design
- Motion design • UX optimization • Gamification
- 3D modeling • Video Editing
- Visual Identity design • Print Production

Tools

- Figma
- Adobe Creative Suite (Photoshop, Illustrator, Indesign, XD, Premier Pro, After effects)
- | | |
|---------------|----------|
| Axure | Miro |
| Sketch | Balsamiq |
| Autodesk Maya | Unity |
| Unreal Engine | Blender |



Senior UX/UI Designer
Excel Pixels Marketing Solutions - Abu Dhabi
Jun 2015 - Apr 2019 (4 Years 1 Month)

In Excel pixels, my days were filled with brainstorming creative concepts, designing eye-catching collaterals, and developing microsities and portals that captivated audiences. I thrived in a fast-paced environment, juggling multiple government accounts, and ensuring that all projects were delivered seamlessly. With a strong understanding of technology and market trends, I collaborated with account executives and clients, constantly pushing the boundaries of creativity and delivering exceptional results.

Major Clients: ADNOC, ADSSC, Tadweer, Saeed, Masdar, Injazat, Department of Health



Art Director
Cocktail Advertising & Events - Dubai
Jun 2013 - Apr 2015 (1 Year, 10 Month)

In my role as an Art Director at Cocktail Advertising and Events, I thrive on pushing the boundaries of creativity and delivering awe-inspiring campaigns. With a passion for storytelling and innovative thinking, I collaborate with top talent ranging from talented copywriters to skilled photographers, ensuring that every campaign is not just a success, but an unforgettable experience for our audience.

Major Clients: Howden, Bion, Lama Tours, Carfare, WTC



Creative Graphic Designer
C Advertising - Dubai
Dec 2012 - Nov 2013 (11 Months)

During my time at c advertising, I had the opportunity to work on exciting campaigns across various platforms, including digital, print, and outdoor advertising. I collaborated on innovative designs that captured the attention of the target audience and left a lasting impression. From creating eye-catching posters to designing user-friendly websites, each project challenged me to push the boundaries of creativity and deliver exceptional results.

Major Clients: Liptis Pharmaceuticals, Oracle, 3i Infotech, Murmum, Westzone, G-form



Graphic Designer, Production coordinator
Graphsmark Advertising - Abu Dhabi
Apr 2012 - Dec 2012 (8 Month)

The responsibilities of the role include designing, finalizing, and producing artwork, operating large printers (Roland and HP), visualizing innovative ideas for billboards and hoardings, managing Material stock and preparing data sheet, attending client meetings, and providing solutions.

Major Clients: ADCB, LULU Group, ADCP, Accuro, ADNH



Storyboard Artist, Animator, 3D Modeller
EAlquds Art Production, Kozhikode
Dec 2010 - Dec 2011 (1 Year)

In my role, I am involved in client meetings to understand their requirements, create project presentations using handmade sketches, and handle pre-production tasks such as storyboarding and scripting. I have also established a production pipeline for long-length TV series delivery. Additionally, I have experience in character designing, 3D modeling, and working on 3D animation and VFX projects.

Language

English - Fluent
Arabic - Intermediate
Hindi - Proficient

Qualities

Leadership
Critical thinking
Innovative & Creative
Analytical Decision Making
Excellent team player
Proven presentation skill
Handle multiple tasks at one time and complete them within the deadline

Interests

Entrepreneurship • Music • Sketching
Science • Traveling • Technology
Robotics • Cooking

Personal Info

Full Name: Sadiq Keeriyadan
Marital Status: Married
UAE Driving License: Yes
Visa Status: Employment/Residence visa

Contact/Address

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Reference

Reference will be given upon request