

# Ayub Shaikh

Product Designer (UI-first) | Webflow Developer

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## Skills

### Design

- Product design
- Website design
- Visual design
- Software - Figma

### Development

- Webflow
- HTML
- CSS
- JavaScript

## Experience (8 years)

### Avoma - Senior UI Designer & Webflow Developer

Jun 2023 - Present

- Led full-stack marketing campaigns for new feature launches, including UI design for web assets, developing and launching landing pages in Webflow, and setting up email flows on Hubspot.
- Executed end-to-end product design for new features, from low & high-fidelity design and prototyping to defining UI animations and micro-interactions, and iterating based on stakeholder feedback.
- Integrated and managed dynamic content using Webflow's CMS, and implemented custom code (HTML, CSS, JS) to create advanced interactions and functionality, bridging the gap between design and development.
- Managed the entire process of creating compelling user-facing content, including analyzing the brief, storyboarding, developing high-fidelity prototypes, and overseeing the final development and deployment.

### Edvanza - Sr Visual & Product Designer

Apr 2022 - Jun 2023

- Product design and visual design
- Micro and major interaction

### Instoried - Product & Motion Designer

Apr 2021 - Apr 2022

- Product design and UI animation
- Product motion video

### Kern Culture - Graphic & UI/UX Designer

Jan 2018 - Apr 2021

- Graphic and UI/UX design
- Design ads print & digital

## Education

### Arena Animation - Dip. Design and Animation

Jan 2017 - Jan 2021

### Udemy - HTML, CSS and JavaScript

Aug 2023 - Oct 2024

Course project - <https://dicerooll.netlify.app/>

(Coded this webapp from scratch using HTML, CSS & JS)

## Recent projects

### Insight Pulse - Market Research Website

[Launch project](#)

### Interactive Dice Game with JavaScript

[Launch project](#)

### B2B SaaS Project Management Website

[Launch project](#)

## Online portfolio

### Dribbble

<https://dribbble.com/theayubs>

## Social

### LinkedIn

<https://www.linkedin.com/in/theayubs/>

## Interests

- Fitness
- Food
- Learning new skills
- Experimenting with coffee