Omer Sharief

Senior Manager - UX/UI & Graphics Design

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Portfolio | LinkedIn

Summary

User experience & design leader with **15+ years of experience** driving user engagement, brand strategy, and product growth. Proven expertise in aligning design strategies with business goals and leading cross-functional teams to deliver research-driven innovative designs that enhance user experiences and optimize conversions. Extensive experience in fintech, retail, and media industries, delivering high-impact solutions that drive customer loyalty and business success.

Experience

Senior Manager - UX/UI & Graphics Design

July 2025 - Sep 2026

Tevpay - Singapore | Remote

Leading the design experience at Tevpay Singapore, driving end-to-end UX/UI across web and digital platforms, with a focus on creating engaging user experiences, visual direction, and brand consistency.

- Designed user interfaces and digital experiences for web and mobile platforms, focusing on usability and clear visual hierarchy.
- Led the end-to-end UI/UX design process, from wireframes and user flows to high-fidelity designs and prototypes.
- Created responsive website experiences with a strong focus on intuitive navigation, content structure, and user engagement.
- Developed visual design systems and digital assets to maintain a consistent and premium brand experience across platforms.
- Collaborated with business and marketing teams to translate ideas and requirements into engaging digital experiences.
- Improved existing digital experiences through user-focused design, interaction refinement, and visual enhancements.

Senior Manager - UX/UI & Graphics Design

Jun 2017 - Jun 2025

FundsIndia

Heading the design vertical at **FundsIndia** (a leading Mutual Funds and Stock Broking company), **leading a team of 15 designers & researchers** across product and marketing, driving end-to-end UI/UX strategy, brand identity, and user engagement.

- Owned and evolved the **design language system** to ensure consistency and scalability across products to deliver cohesive user experiences
- **Re-designed onboarding journey** through user-centric design, reducing onboarding time by 35% and increasing customer conversions by 25%

- Designed a unified financial dashboard leveraging **Account Aggregator**, driving 25% higher user engagement and 100Cr additional AUM
- Revamped the Mutual Fund investment experience, reducing completion time and clicks by ~70%, resulting in increased conversion by ~45%
- **Redesigned the Stock Trading platform**, improving engagement by ~30% in 3 months
- **Designed a scalable Mutual Funds partner platform** (our B2B2C business), streamlining client management and enhancing partner efficiency

Senior UX / UI Designer

Oct 2016 – Apr 2017

Al Zaabi Group (Abu Dhabi)

Worked as a Senior UI/UX Designer, responsible for crafting engaging digital experiences, improving usability, and enhancing the customer journey through design thinking and research based solutions

- **Led the design of user interfaces for web applications**, improving usability and user retention.
- **Created wireframes, prototypes, and high-fidelity UI designs** to streamline client workflows and enhance digital product aesthetics.
- Collaborated with cross-functional teams, including developers and marketing, to align designs with business goals.
- **Managed branding and social media design** for multiple divisions of Al Zaabi Group, ensuring cohesive identity across healthcare, trading, automotive, transport, and contracting sectors.
- **Created high-quality product videos** to enhance marketing efforts and product presentations across various business divisions.

Co-founder And Creative Director

Feb 2013 – Sep 2016

Uniqpix

As Co-founder and Creative Director at Uniqpix, led a team of 7 designers to deliver high-quality, customized solutions across web design, marketing, brand identity, 3D visualizations, and motion graphics. Managed client relations, design teams, and developers to drive seamless end-to-end design and development while ensuring user engagement.

- Spearheaded creative direction for various projects, delivering innovative solutions across Web, Mweb, and digital platforms.
- Developed branding strategies and designed marketing materials for well-known brands such as **Kemin, VVD, Classic Kitchen, Arknemesis Gaming, and others.**
- **Designed 3D interior and exterior building visualizations**, helping users visualize concepts.
- Created compelling motion graphics and animations, improving storytelling and interaction.
- Collaborated closely with clients to understand their business goals, translating them into effective design and marketing strategies.
- Oversaw the UI/UX design and development process, ensuring industry standards and seamless user experiences across all projects.
- Built and nurtured a network of creative professionals, fostering collaboration and driving productivity within teams.

Graphic Designer

Aug 2010 – Nov 2012

Pepperz Pro

Worked as a Graphic Designer, creating impactful marketing and branding materials for print and digital platforms. Focused on delivering visually appealing designs that communicated brand.

- Designed advertisements, brochures, handouts, flyers, and online graphics to enhance brand visibility and engagement.
- Created marketing banners and promotional materials for a Dhanush movie (‘3’), Endrendrum Punnagai, Thagaraaru, and several others, contributing to their visual appeal and outreach.
- Developed creative concepts for various marketing campaigns, ensuring alignment with brand identity and strategic goals.

Technical

User Experience Design, Human-Centered Design, Visual Design, Brand & Identity, Interaction Design, Information Architecture, User Interviews, User Research, Usability Testing, Wireframing, Prototyping

Tools

Figma, Adobe XD, Sketch, Framer, Miro, Photoshop, Illustrator, After Effect, Premier pro, Maya