

# Sadiq

## Product Designer

10+ Years of experience

sadiqskyv2@gmail.com  
+971 55 268 1420

Every complex system has a human on the other side  
I design simple, impactful experiences for them.

[www.sadiqsky.com](http://www.sadiqsky.com)

## Work Experience

 **UI Designer**  
Daypop Technologies - Abu Dhabi  
Oct 2025 - April 2026

My role involves designing user interfaces for enterprise systems, dashboards, and websites, while also creating branding, design collaterals, user onboarding tutorials, and video content


**Projects:** National Media Authority, Presidential Flight, Cyber threat Intelligence platform,

 **UI/UX Designer (Lead)**  
Huawei Technologies - ME  
Feb 2022 - Sep 2025 (3Years 8months)

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 the product design lifecycle. From empathizing with user requirements, preparing user flows, information architecture, wireframes, to handing over design assets to developers, my daily tasks are varied.

**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

 **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.

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

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, Takeleap Web

## Skills

### Product & UX Design

Human-Centered Design • Design Thinking  
UX Design • UI Design • Interaction Design  
Information Architecture • Systems Thinking  
Design Strategy • UX Optimisation • Sitemaps

### AI & Emerging Technologies

Agentic UX • AI-Driven User Flows •  
Prompt Engineering for Design • AI Workflow  
Integration • GenAI Products • IoT • Digital Twin  
Unmanned Aircraft Systems • AR/VR Experience

### Research & Validation

User Personas • Jobs-to-be-Done • Wireframing  
Rapid Prototyping • A/B Testing • Manual Testing  
Cognitive Walkthrough • Design Sprints

### Enterprise & Systems

Enterprise Systems • Integrated Operation Centers  
Design Systems • Design Ops • Cross-functional  
Collaboration • Stakeholder Facilitation

### Accessibility & Inclusion

Accessibility Design (WCAG) • Inclusive Design

### Immersive & Frontend

WebGL • 3D Modeling • HTML • CSS

### Visual & Motion

Visual Identity Design • Motion Graphics  
Video Editing • Gamification • Data Visualization  
Print Design & Production

## Tools

Figma | Sketch | Axure | Adobe XD

Adobe Creative Suite - Photoshop | Illustrator  
Indesign | Premier Pro | After effects

Notion | Chat GPT | Claude code

Autodesk Maya | Blender




**Sr. 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. | 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, | 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 (11Months)

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**  
**Graphsmark Advertising - Abu Dhabi**  
 Apr 2012 - Dec 2012 (8Months)

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**  
**Alquds Art production**  
 Dec 2010 - Dec 2011 (1Year)

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.

**Education**

**MBA**  
 at Manipal University  
 2023 - 2025

**Bsc, Visual Communication**  
 at Bharathiar University  
 2010 - 2013

**Languages**

English - Fluent  
 Arabic - Proficient  
 Hindi - Proficient  
 Malayalam - Fluent

**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 • Film making

**Personal Info**

Full Name: Sadiq Keeriyadan  
 UAE Driving License: Yes  
 Visa Status: Residence Visa

**Contact Information**

86, Misterbaker Building Airport road,  
 Abu Dhabi, United Arab Emirates  
 +971 55 268 1420  
 sadiqskyv2@gmail.com  
 www.sadiqsky.com

**Reference**

Reference will be given upon request