



scan for portfolio

# A T I F K H A N

---

## UX / UI Designer

---

### COURSES

- >Google: UX Design, Professional Certificate
- >Adobe: Creative Cloud, Professional Certificate
- >Harvard Univ: Leadership, Certificate
- >CalArts: UI/UX Design, Specialization
- >Google Cloud: Digital Transformation Using AI/ML, Specialization
- >AWS Fundamentals: Migrating to the Cloud

### EDUCATION

West Coast Institute of Management & Technology (Australia)  
DOCTOR OF BUSINESS ADMINISTRATION, 2001

### TOOLBOX

Figma  
Adobe XD  
Adobe Photoshop  
Adobe Illustrator  
Invision  
Adobe After Effects  
Adobe Premiere  
3D Max/Maya

### SKILLSET

UX/UI/Web/Print Design  
Copy/Screen/Content Writing  
2D Animations/Interactions  
Filmmaking  
Photography  
Video Editing  
Green Screen Special FX  
Sound Design

**Author, "Automation vs. Autocracy"**  
**Director, "ED vs. IT"**

### CONTACT

contact@uxeratif.com  
connect@useratif.com  
Cell: (347) 403 8362  
<https://www.uxeratif.com>  
<https://www.useratif.com>  
<https://www.linkedin.com/in/dratif/>

### WORK EXPERIENCE

#### Product Designer, Systone It. LLC (MD, Dec 2021-to date)

I do User-Centered & User Experience Design for the CMS Project batC.A.V.E. PaaS as well as website with occasional marketing collateral. I work on user study research and planning; besides being the front and center of the design team.

#### UX/UI Designer, ReturnQueen LLC. (NJ, Sep 2020-Dec 2021)

I made the userflows for their mobile app and improved their overall brand personality. I enhanced their payment system and increased their subscription while reducing their bounce-off ratio.

#### UX/UI Architect, DABLAB NY INC (NYC, Mar 2016-Sep 2020)

As UX Architect, my job here is to plan and lead the entire user experience development through research and usability studies while utilizing the info architecture for the interface's best navigation and aesthetic appeal.

#### UX Lead, MOVOLI INC (NYC/Tel Aviv, May 2012-Feb 2016)

Movoli.com was a social networking/media project based in the US/Israel. I was responsible to come up with 'Moments' on profile pages navigation, visuals, content and interface windows.

---