

AHSAN IFTIKHAR

UX DESIGNER

(+92) 300 843 2207



For me, UX design is the convergence of my professional and personal abilities; my background in marketing and human behaviour helps me in understanding the user's practical and emotional needs so I can design products that look great and make the users feel great.

EXPERIENCE

Freelance UX/UI Designer | March 2018 - Present

- Responsive website redesign for Ishtiaq Steel Mills.
- Tasks included: competitor research, user interviews, optimising the site map, updating web content and user interface

Junior Business Strategist | Ishtiaq Steel Mills | October 2017 - March 2018

- In charge of Marketing, HR, and Organisational Change planning and policies.
- Streamlined inventory management by updating manual data entry to computerized FIFO perpetual inventory system.

Human Resources Manager | Ishtiaq Steel Mills | October 2014 - September 2017

- Reformed staffing and compensation strategies for over 350 permanent and contractual employees.
- Composed the HR handbook addressing employment policies, bullying, and health & safety measures etc.
- Cut down administration costs by 30% by restructuring the workforce.

Assistant Marketing Manager | Ishtiaq Steel Mills | November 2011 - August 2013

- Increased sales revenue by 7% by writing content for the website and redesigning the company logo and brochures.
- Reduced annual marketing expenditure by ~40% by shifting from print to digital marketing.

DESIGN PROJECTS

Perfect Properties | 2018

- Designed a responsive web and native app that provides private real estate investors with information on properties of interest.
- Project brief provided by InVision.

Protograph | 2017

- Mobile and desktop versions of an app that connects beginner and expert photographers.
- Tasks included: user and competitive research, user personas and mental models, IA, sketching and wireframing, usability testing, A/B preference testing, design documentation and presenting the final designs.

Binge Hire | 2017

- Co-founder of an app that would provide blue-collar workers and day labourers with more job opportunities and contract work. Currently under development (NDA).
- Responsible for user research, accessibility design, wireframing, and logo design.

Study Aid | 2017

- A flashcard app for students. Tasks included: competitor and user research, user personas, wireframing, prototyping, and usability testing.

EDUCATION

Certified UX Designer with specialisation in UI design

CareerFoundry | September 2017 - Present

Certificate course in Humanistic Counselling

CPCAB, UK | February 2017 - March 2018

MSc. International Employment Relations and HRM

London School of Economics | October 2013 - August 2014

BSc. Management (Marketing)

University of Manchester | September 2008 - July 2011

SKILLS

Project Management

Dispute Resolution

User Research

Usability Testing

Information Architecture

Journey Maps

User Personas

Wireframing

User Interface Design

Prototyping

Visual Design

Sketching

TOOLS

Sketch

Balsamiq

InVision

(Working knowledge of)
Photoshop

Kite

Flinto

Principle

Omnigraffle