



# AHSAN IFTIKHAR

UX DESIGNER

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



For me, UX design is the convergence of my professional and personal abilities; my background in marketing and human behaviour helps me understand 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 | April 2018 - Present

- Currently the only user experience and interface designer for *Laddu*; a virtual speed dating experience primarily targeting the South Asian diaspora
- Created information architecture and prototypes for an iOS app that let users swap items during lockdown and quarantine
- Responsive website redesign for Ishtiaq Steel Mills. Tasks included: goal setting, competitor research, interviews, sitemap optimisation, updating web content and user interface

### ENGAGE

#### UX/UI Designer | August 2018 - August 2019

- Project lead for an Android app from ideation to delivering high-fidelity prototypes
- In charge of storyboarding, illustrating, and creating clickable prototypes for seven episodes of a mobile role-playing game
- Redesigned the company website. Changes include making it responsive, updating the content, making custom illustrations and animations, and adding an online store to sell merchandise
- Storyboarding, illustrating, and animating a short addressing discrimination against minorities
- Part of the illustration team for *Shehr-e-Tabassum*; Pakistan's first of its kind dystopian short film

#### UX/UI Design Intern | Engage | June 2018 - August 2018

- Formulating the strategy, requirements and user experience for the *Shehri* app
- Re-organising the information architecture and design of the company website
- Storyboarding and illustrating a video on the importance of voting, viewed 50k+ times in its first week

### ISHTIAQ STEEL MILLS

#### Junior Business Strategist | October 2017 - March 2018

- In charge of Marketing, HR, and Organisational Change planning and policies
- Reduced losses caused by double-ordering, theft, and spoilage by streamlining inventory management from manual data entry to computerised FIFO perpetual inventory system

#### Human Resources Manager | 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
- Cut down administration costs by 30% by restructuring the workforce

#### Assistant Marketing Manager | November 2011 - August 2013

- Increased sales revenue and reduced marketing expenditure by 7% and ~40% respectively by shifting to digital marketing, updating web and brochure content, and adding an inquiry form on the website

## DESIGN PROJECTS

### Perfect Properties | 2018

- Project featured online by CareerFoundry and InVision
- 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

### 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 - March 2018

### 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

User-Centered Design

Wireframing

User Research

Information Architecture

Journey Maps

Storyboarding

User Personas

Prototyping

User Interface Design

Visual Design

Sketching + Rendering

Animation and Motion  
Design

Project Management

Dispute Resolution

## TOOLS

Sketch

InVision

Photoshop

Illustrator

Procreate

Kite

Flinto

Principle

Balsamiq

Omnigraffle

After Effects