

**AHSAN IFTIKHAR**  
uxahsan.com  
info@uxahsan.com  
linkedin.com/in/uxahsan  
01515 125 7324

**EDUCATION**

**M.A VISUAL AND EXPERIENCE DESIGN**  
University of Europe for Applied Sciences  
Oct. 2021 – Present

**MSC. INTERNATIONAL EMPLOYMENT RELATIONS AND HR MANAGEMENT**  
London School of Economics  
Oct. 2013 – Aug. 2014

**BSC. MANAGEMENT (MARKETING)**  
University of Manchester  
Sept. 2008 – Jul. 2011

**CERTIFICATIONS**

**VOICE UI DESIGN**  
CareerFoundry  
Feb. 2021 – Apr. 2021

**CERTIFIED UX DESIGNER WITH SPECIALISATION IN UI DESIGN**  
CareerFoundry  
Sept. 2017 – Mar. 2018

**CERTIFICATE COURSE IN HUMANISTIC COUNSELLING**  
CPCAB,UK  
Feb. 2017 – Mar. 2018

**EXPERIENCE**

**FREELANCE**  
Feb. 2020 – Sept. 2021

- UX and Web Design projects for TopBoffin's clients
- Designed the website IA for an eCommerce startup selling preowned luxury designer clothing
- Principle designer for Laddu; a speed dating experience primarily targeting the South Asian diaspora

Engage Center for Research & Dialogue **UX/UI DESIGNER**  
Aug. 2018 – Aug. 2019

- Led the design vision and helped set product direction and managed a designer for the *Shehri* Android app
- In charge of storyboarding, illustrating, and creating clickdummies for seven episodes of a mobile RPG as part of the *Shehri* app
- Redesigned the company website which helped onboard two new donors
- Storyboarded, illustrated, and animated a short-film on discrimination against minority groups in Pakistan, and got 443k+ views and 1.7k+ shares on Facebook
- Part of the illustration team for *Shehr-e-Tabassum*; an official selection for the Palm Springs Intl. Animation Festival 2020

**UX/UI DESIGN INTERN**  
Jun. 2018 – Aug. 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, and got over 50k views on Facebook in its first week

Ishtiaq Steel Mills **JUNIOR BUSINESS STRATEGIST**  
Oct. 2017 – Mar. 2018

- In charge of Marketing, HR, and Organisational Change planning and policies
- Redesigned and updated the company website
- Cut down on print marketing budget by ≈40% and increased sales conversions through content upgrade and revised CTAs
- Reduced losses caused by double-ordering, theft, and spoilage by streamlining inventory management from manual data entry to computerised FIFO perpetual inventory system

**PROJECTS**

**COVID-19 DASHBOARD**  
[isitoveryet.info](https://isitoveryet.info)  
2021

- Collaborated with a developer to design an online dashboard that provides country-specific Covid and vaccination statistics. Phase 2 of deployment will include: travel updates, FAQs, WHO guidelines, and misconceptions about the pandemic and the vaccine(s).

**SUEPER CHEF**  
(Alexa Skill) 2021

- Allows users to select from among several recipes, then follow step-by-step directions to prepare the selected meal (voice-only)

**PERSONALITY QUIZ**  
(Alexa Skill) 2021

- Users answer a couple of questions to find out which tv character might be their kindred spirit (multimodal)

**PERFECT PROPERTIES**  
2018

- A responsive web and iOS native app that provides private real estate investors with information on properties of interest. Featured online by InVision and CareerFoundry

**PROTOGRAPH**  
2017

- Mobile and web app that connects beginner and expert photographers to collaborate on projects

**STUDY AID**  
2017

- Allows students to create flashcards, with timed quizzes, for revision and memorising

**TOOLS** Frequently used: Sketch, Figma, InVision, Illustrator, After Effects, Procreate, Kite, and Miro.