



Ahsan
IFTIKHAR

Contact

01515 xxx xxxx
info@uxahsan.com
linkedin.com/in/uxahsan

Experience

UX/UI Designer

notebooksbilliger.de – Berlin, Germany (Sept. 2022 – Present)

Sole designer for the mobile app and front-end teams, I am responsible for improving the customer shopping experience and often collaborate with Marketing, Content, and Checkout teams. I am also responsible for improving the functionality and design of our internal software.

Freelance UX/UI Designer

Lahore, Pakistan (Feb. 2020 – Sept. 2021)

As a freelance designer I mainly worked with local startups, and an offshoring agency with international clients. The scope of work ranged from responsive web design, branding and strategy development, market research, wireframing and prototyping.

UX/UI Designer

Engage – Lahore, Pakistan (June 2018 – Aug. 2019)

In the first 3 months as an intern, I worked on formulating the strategy, product direction and user experience for the Shehri app with the Program Coordinator and CEO, and conducted preliminary user research.

Working full-time as the principle UX designer, I then led the direction for the Shehri app from user personas, information architecture, wireframing, and interface design. I redesigned Engage's website which helped secure additional funding from 2 new donors. I also worked on 3 animated shortfilms, from storyboarding and illustrations to motion design, one of which was an official selection for the Palm Springs International Animation Festival 2020.

Junior Business Strategist

Ishtiaq Steel Mills – Lahore, Pakistan (Oct. 2017 – Mar. 2018)

I was in charge of Marketing, HR, and Organisational Change policies. During this time, I redesigned the company website which cut down print marketing budget by ~40% and increased sales conversions through content upgrade and revised CTAs. I also updated the manual inventory management system to computerised FIFO perpetual inventory system, reducing losses caused by double-ordering, theft, and spoilage.

Education

M.A Visual and Experience Design

*University of Europe for Applied Sciences
Oct. 2021 – July 2022*

Voice UI Design

*CareerFoundry
Feb. 2021 – Apr. 2021*

UX Design with UI specialisation

*CareerFoundry
Sept. 2017 – Mar. 2018*

Humanistic Counselling Level II

*CPCAB, UK
Feb. 2017 – Mar. 2018*

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*

Projects

Mindscape: Mental health app that visualises top three key stressors specific to each user.

Covid Dashboard: isitoveryet.info

Sueper Chef: Alexa skill for step-by-step cooking instructions by "Sue".

Perfect Properties: Responsive web and iOS real estate app, featured by InVision and CareerFoundry.

Portfolio: uxahsan.com