



Waqar Ahmad

A Product Designer

INTRODUCTION

I'm a digital product designer based in Pakistan. I love creating product experiences that are user-centric, aesthetically pleasing, and consistent, all while keeping business objectives in mind.

I'm passionate about consistency, accessibility, and equity in design. Iconography is something I'm quite proficient, and enjoy doing in my free time.

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SOCIAL PROFILE

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RECENT EXPERIENCES

Emumba, Islamabad — UI/UX Designer

January 2022 - Present

Collaborated with the **Product, Engineering, and Design** team to work on a variety of projects. **Ride Sharing, Crypto Trading, Medical Service, VPN & Networking, and Traveling** are to name a few.

My major responsibilities are to:

- Brainstorm, user research, and gather insights
- Create user flows
- Validate them with PM and users
- Create visual language and implement it all across
- Ensure consistency via Design System

NOTE

I can give an in-depth walkthrough of the projects I've worked on at Emumba on request.

Umda Design Agency, Sialkot — UI/UX Designer

Aug 2020 - Dec 2021

Under the supervision of extremely talented designers, I got the opportunity to work on different projects from **Marketing Websites, Landing Pages, Mobile App, to Web Apps.**

My major responsibilities were to:

- Brainstorm, and gather insights about users and business
- Create user flows based on the gather insights
- Define visual language
- Iconography

[I've written in-depth case studies based on my experience at **Umda Design Agency** here.](#)

EDUCATION

University of Punjab, Bachelor in Arts.

2018 - 2020