



# Farhan Masood Khan

## UX/UI Designer

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in [LinkedIn](#)

🌐 [Web Portfolio](#)

## EXPERIENCE

### Evamp & Saanga

#### User Experience Designer

3 mos (Oct 24 - Cont...)

Enhancing user experiences for telecom fintech apps and company products. My responsibilities include conducting user research, analyzing user behavior, creating user flows, wireframes, prototypes, and refining design systems to improve usability and engagement.

##### Work Summary

- Currently working on improving the user experience of telecom fintech apps by conducting in-depth research and usability testing.
- Collaborating with cross-functional teams to deliver intuitive user experiences aligned with business goals.
- Implementing research-driven insights to enhance product workflows and user satisfaction.

### Codistan Ventures

#### UX/UI Designer

1 yr, 4 mos (July 23 - Sep 24)

As a UXUI designer, my role was collaborating with team lead, project managers and engineers to gather user requirements, creating user flows, wireframes, designing graphic user interfaces, developing UI mockups and prototypes, identifying and troubleshooting UX problems, and adhering to style standards.

##### Work Summary

- Successfully completed over 20 projects, including websites, dashboards, mobile apps, and product designs.
- Conducted in-depth user research to understand user requirements, transforming these insights into intuitive and user-friendly UI designs.
- Collaborated closely with cross-functional teams to ensure cohesive integration of ideas, resulting in designs that delight users and align with company objectives.

### Codeaza Technology

#### Front end Developer

6 mos (May 22 - Oct 22)

Implemented web-based initiatives using HTML, CSS and CSS frameworks to streamline development, collaborating closely with project management and the front-end team. Designed the user interface for an E-Sports Gaming App, utilizing React Native and Figma for comprehensive UI/UX design.

## CERTIFICATIONS

### UX Design(1/7)

Coursera, Google

Mar-24 - Cont...

### Designing User Interfaces and Experiences

IBM

Feb-24

### Webflow 101

Webflow

Apr 24 - Cont...

### Figma for UX Design

LinkedIn Learning

June-23

### Front-End development

Coursera

Sep-22

## SKILLS

### Design

Personas, user stories, user journey map, problem statement identification, information architecture, mockups, wireframing, rapid prototyping, usability study & testing, interaction design, user flows, interface design, design system, drawing, typography, ui design, responsive design, accessibility, user testing, visual design, storyboarding, agile development

### Research

UX research, competitive audit, marketing analysis and usability study

### Process

Human center design and design sprint

### Technical

Figma, adobe xd, html, css, adobe photoshop, adobe illustrator, adobe indesign, adobe premier pro, miro, balsamiq wireframes, canva, video editing, trello, asana, webflow, framer, wordpress

## EDUCATION

### Bachelor of Computer Science

University of Engineering and Technology, Taxila

Feb 18 - Apr 22

## LANGUAGES

English  
Urdu