Farhan Masood Khan
UX/UI Designer & Low-Code Expert

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SUMMARY

UX/UI Designer who solves business problems through exceptional product design. 3 years delivering diverse digital solutions like mobile apps, web platforms, SaaS, B2B/B2C products across fintech, e-commerce, healthcare, enterprise, and more. Expert in end-to-end design process: research, strategy, wireframing, prototyping, testing, handoff. Tools: Figma, Framer, Webflow, AI-powered workflows. 25+ successful projects with proven ROI.

EXPERIENCES

Evamp & Saanga   1 yr, 3 mos (Oct 24 - Present)
User Experience Designer

- Spearheading UX enhancements for high-volume telecom applications and company products, including their SuperApps, by conducting in-depth user research and usability testing.
- Successfully executed multiple comprehensive UX/UI audits for client products, delivering strategic, research-driven insights to directly enhance product workflows and satisfaction.
- Collaborated with cross-functional teams to deliver intuitive UX for both B2B and B2C portals and mobile apps, ensuring designs are aligned with strategic business goals.
- Led the training and mentorship of 2 design internees on core UX principles and professional tool proficiency.

Codistan Ventures   1 yr, 4 mos (July 23 - Sep 24)
UX/UI Designer

- Successfully delivered over 10+ projects, including responsive websites, complex dashboards, mobile apps, and product designs.
- Managed end-to-end design lifecycle, from conducting research and analyzing behavior to generating detailed user flows, wireframes, high-fidelity prototypes, and maintaining a cohesive design system.
- Conducted deep user research to capture user requirements, skillfully transforming these insights into intuitive, high-quality UI designs.

Codeaza Technology   6 mos (May 22 - Oct 22)
Front end Developer

- Designed the complete user interface for an E-Sports Gaming App, utilizing React Native and Figma for comprehensive UI/UX execution.
- Implemented web initiatives using HTML5, CSS3, and supporting frameworks to streamline the development process.

CERTIFICATIONS

Google UX Design (1/7)
Coursera, Google   2024

Designing User Interfaces and Experiences
Coursera, IBM   2024

Figma for UX Design
LinkedIn Learning   2023

Front-End development
Udemy Certificated   2022

EDUCATION

BACHELOR OF COMPUTER SCIENCE   (2022)
UNIVERSITY OF ENGINEERING AND TECHNOLOGY

TECHNICAL SKILLS

Design & Prototyping:
Figma, Adobe XD, Framer, Lovable

Web Development & CMS:
WebFlow, Framer, WordPress, HTML/CSS

Creative Suite:
Adobe Photoshop, Adobe Illustrator

Collaboration & Research:
Google Analytics and Research, Miro

AI Design Tools:
Claude, ChatGPT, Gemini, Prompting

CORE COMPETENCIES

- Human-Centered Design (HCD)
- Design Systems & Component Library Management
- Mobile-First & Adaptive Design
- Accessibility-First Design (A11y)
- Visual Hierarchy & Typography
- UX/UI Audits & Competitive Analysis
- Gamification Principles
- Cross Teams Collaboration

PROCESS & RESEARCH

UX Research Methods:
Usability Testing, Heuristic Evaluation, Competitive Audit, Usability Study, Marketing Analysis

Design Artifacts:
User Personas, User Journey Maps, User Flows, Wire-framing, Storyboarding, Micro-interactions,

Conceptualization:
Ideation, Empathy Mapping, Information Architecture, Design Sprint

LANGUAGES

- English (Fluent), Urdu