



Kashif Jamal Ahmed

UI/UX Specialist

Carrying over **15 years** of hands-on work experience in user interface/user experience design, prototyping, product design and front end development. I practice user-centered design principles based on user needs and business goals. I am a creative professional with a unique ability to manage multiple tasks and supervise team members efficiently.

Working experience with few big companies



Netsol Technologies, **Principal UI/UX Engineer**

June.2021 - March.2022 | Lahore, Pakistan

I work on the financial lease product as a Lead UI/UX Engineer. My work spans from wire-framing and helping with research studies to creating high fidelity design & functional prototyping of the different modules of the product.

S&P Global, **Senior UI/UX Engineer**

July.2011 - June.2021 | Islamabad, Pakistan

Redesigned main task flows of Market Intelligence platform (a financial product) and delivered comprehensive design specs and functional prototypes.

White Wings Consultants, **Graphics Lead - Team Lead**

April.2010 - June.2011 | Islamabad, Pakistan

As a lead designer my key responsibilities were to design of the high fidelity designs of the money transfer system and functional prototypes.

ESOLPK, **Graphics Lead - Team Lead**

October.2008 - September.2009 | Islamabad, Pakistan

I helped to create an interactive branding guideline and websites for multiple clients. As leading the team, I worked to define the visual design language of the company branding and their clients as well as communicated directly to the clients to get the requirements.

Pi Sigma Group, **Graphic Designer**

May.2007 - May.2008 | Islamabad, Pakistan

I worked on 2D animations and the interaction design of UI elements in Flash for multiple clients. I worked on distributed teams to design and code websites, banners and other interactive media for Pakistan Tobacco Company.

Professional Training

Problem Solving and Decision Making

March.2019 | Lahore University of Management Sciences, Lahore

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Skills

I have experience working with teams to **brainstorm** and **whiteboard** concepts. I can create **wire-frames** at different levels of fidelity and love the **prototyping** phase. I have **front end development** experience as well and worked with large-scale development teams to get the prototypes to reality. I have also worked with fully distributed teams and have knowledge about collaboration tools plus version control systems (**SVN**, **TFS**, **Git**).

Software and technologies that I'm familiar with:

- Figma
- Sketch
- Adobe (XD, Photoshop, Illustrator, Dreamweaver)
- Invision
- Balsamiq
- CoralDraw
- Visual Studio Code
- HTML
- CSS
- jQuery

I have worked with many different prototyping tools, technologies and frameworks – to avoid a full laundry list above, I've kept it to just my favorites. If you use a different prototyping tool that works well in your established workflow, I would be happy to learn it.

Awards, Employee Recognition

I was awarded **Employee of the Year** award continuously 3 years (2017, 2018, 2019).

I had won the **Creative Collaborator** award in 2018, **Logo Design Competition** and **Poster Design Competition** in 2017.