Athar Hafiz
UX/UI Developer and React Application Architect

Profile

Currently learning German to become fluent. I specialize in rapid prototyping and building production-ready React applications using AI-assisted development workflows. I combine UX/UI design principles with hands-on implementation, leveraging tools like Claude, ChatGPT, and modern component libraries to create enterprise-grade reference implementations. I excel at translating design systems into functional code, building scalable UI architectures, and collaborating with cross-functional teams to deliver complete digital experiences from concept to deployment.

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Skills

DEVELOPMENT

- React & React Hooks
- Component Architecture
- HTML5 / CSS3 / JavaScript
- Tailwind CSS
- Shadcn/ui Component Library
- Responsive Web Design
- Git Version Control
- AI-Assisted Development
- Claude, ChatGPT, Perplexity
- API Integration

DESIGN & PROTOTYPING

- Figma to React Workflow
- Design Systems
- Wireframing & Prototyping
- User Research
- UI/UX Best Practices
- Accessibility (WCAG)
- Information Architecture

REACT FRONT END UI

- Event Operations Automation
- Conversational Travel Planning
- Lead Sequence Orchestration

TOOLS & PLATFORMS

- Figma
- Sketch
- Zeplin, Storybook
- Jira, Trello, Asana
- Tableau, Analytics
- CRM Platforms
- WordPress, CMS

Work Experience

Co-founder
Rising Tide Berlin, Berlin, Germany　　　　　*Dec 2023 - Present*

- Developed complete brand identity, designed and built responsive React website with modern UI/UX
- Implemented design system and component library for consistent brand experience across digital touchpoints
- Collaborated with Frank Peralta Clothing on product line strategy and digital presence

Fractional Director UX Design
Startup (NDA Client), Remote - Contract　　　　　*May 2024*

- Architected and delivered 3 0-page Figma design system using Shadcn/ui
- Translated design system into production-ready React components with custom glassmorphic UI patterns
- Built reference implementation for SaaS desktop application with modern component architecture

Marketing Developer / Campaign Strategist Chef Works, Inc.
Chef Works, Poway, California, USA　　　　　*Oct 2018 - Jan 2024*

- Built HTML/CSS email templates and landing pages, increasing click rates from 9% to 45% and generating $150K+ annual sales growth
- Developed data visualization dashboards using Tableau for campaign performance tracking
- Designed and implemented gamified shipping dashboard UI, increasing team productivity by 25%
- Created customer journey mapping and persona development frameworks across 4 revenue streams
- Implemented GDPR-compliant data segmentation systems for email marketing automation

UX/UI Designer & Prototyper
Volt 480, Remote - Contract　　　　　*Sept 2018 - Sept 2018*

- Delivered working interactive prototype within 2 weeks for tradeshow presentation, securing next-phase funding

Certifications

Zertifikat B1
g.a.s.t.,
Berlin, DE
2025

Deutsch B1.2
vhs Pankow,
Berlin, DE
2025

UX/UI Design
General Assembly,
San Francisco, CA
2016

Gamification Design
Octalysis Group,
San Jose, CA USA
2017

Lean Six Sigma - Green Belt
Lean Wright, Inc
Poway, California, USA
2019

Languages

English
Native

Urdu
Native

German
B2.2, currently learning

Education

Bachelor of Fine Arts
 - Digital Media Art
SJSU, San Jose, CA, USA
2005

A.A. Liberal Arts
De Anza College, Cupertino, CA, USA
1999

- Built responsive clickable prototype demonstrating core product functionality

Marketing Project Manager
Epik Token*, Remote - Freelance*   *Nov 2017 - Oct 2018*

- Designed and built product website and whitepaper materials for blockchain startup launch
- Developed presentation materials and tradeshow assets, contributing to $2M investment raise
- Created responsive landing pages and marketing collateral

Product Designer
Vinder*, Remote - Freelance*   *Sep 2017 - May 2018*

- Led Agile design sprints and implemented design-to-development handoff workflows
- Built complete design system with reusable components for Android and iOS applications
- Created production-ready specifications, wireframes, and interactive prototypes

Technical Project Manager/ Designer
Virtual Fantasy League*, Remote - Freelance*   *Nov 2016 - Sept 2017*

- Established design and development SOPs for streamlined product delivery
- Managed cross-functional teams to deliver complete product in 9 months
- Provided technical direction and design specifications to development team

User Experience Architect
Tandon Group*, San Jose, California, USA*   *Jan 2016 - Oct 2016*

- Redesigned and built B2B medical services website, securing 3 major contracts
- Designed and developed RFID technology website, leading to $250,000 sale
- Rebuilt jewelry retail site with improved UX/UI and conversion optimization
- Managed WordPress development, SEO implementation, and email campaign integration

iOS App Review/ UX Designer
Apple*, Cupertino, California, USA*   *Sep 2010 - Jan 2016*

- Designed and collaborated with developers on gami fied productivity app, increasing team efficiency by 25%
- Developed app review workflow policies and best practices documentation and Influenced process workflow improvements
- Processed and reviewed 100,000+ apps annually with focus on UX quality standards
- Managed developer appeals and provided technical UX feedback

Store Manager Apple*, San Jose, California, USA*   *Nov 2002 - Oct 2006*

- Managed 150 employees at two different Apple retail stores, driving record-breaking sales every year, always placing in the top 3 stores
- Spearheaded early customer experiences for Apple Retail Stores
- Tested, improved, and implemented in-store planograms