

# Athar Hafiz

UI/UX DEVELOPER & 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. My approach combines 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.

## Contact

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Portfolio: <https://atharux.com/>

## 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 PROTOTYPES

- [Event Operations Automation](#)
- [Conversational Travel Planning](#)
- [Lead Sequence Orchestration](#)

### TOOLS & PLATFORMS

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

## 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 2017
- Lean Six Sigma - Green Belt Lean  
Wright, Inc, Poway, CA 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

## Work Experience

### CO-FOUNDER & TECHNICAL LEAD

Rising Tide Berlin, Berlin Germany  
Dec 2023 - Now

- Built responsive website with modern UI/UX
- Implemented design system and component library for consistent brand experience across digital touchpoints
- Collaborated with Frank Peralta Clothing on a sustainable product line
- Building local brand partnerships for sustainability in fashion and events

### FRACTIONAL DIRECTOR UX DESIGN

Startup (NDA-Client), Remote - Contract  
May 2024

- Architected and delivered 30-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., 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

- Delivered working interactive prototype within 2 weeks for tradeshow presentation, securing next-phase funding
- Built responsive clickable prototype demonstrating core product functionality

### MARKETING PROJECT MANAGER & WEB DEVELOPER

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 & UI-DEVELOPER

Vinder, Remote - Freelance  
Sept 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 & WEB DEVELOPER

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  
Sept 2010 - Jan 2016

- Designed and collaborated with developers on gamified productivity app, increasing team efficiency by 25%
- Developed app review workflow policies and best practices documentation
- 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 across two retail locations, consistently ranking in top 3 stores for sales
- Led early customer experience design and implementation for Apple Retail Stores
- Tested and refined in-store planogram layouts and customer flow optimization