

Farhan Shakir

Product Designer

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Creative Product Designer with 6+ years of experience specializing in crafting intuitive and impactful digital experiences. Proficient in Figma, Adobe XD, and Adobe Creative Suite, with a keen eye for detail and user-centric design principles. Skilled in AI, health, transportation, e-commerce, education, and many more. Known for innovative designs and collaborative leadership. Let's collaborate to elevate your UI/UX projects.

Education

GIFT University, Gujranwala

Bachelor of Science in Computer Science
2017 - 2021

Govt. Post Graduate College, Okara

Higher Secondary School Certificate
2015 - 2017

Govt. MC High School, Okara

Secondary School Certificate
2013 - 2015

Skills

Design

UI/UX Design, Wireframing, Visual Design, Typography, Design System, Interaction Design, Data Visualization, Usability Testing, Branding, Motion Design

Research

User Interview, Competitive, Analysis, User Discovery, Storyboarding, Contextual Inquiry, User Journey Mapping, Flowcharting, Information Architecture, User Persona Creation, Market Research

Prototyping

Rapid Prototyping, Clickable Prototypes, A/B Testing

Experience

Product Designer, CNTXT

Abu Dhabi, UAE February 2024 - Present Full-time

1. Lead design efforts for "Nationwide," a key **real estate project** in the **UAE**.
2. Worked on **AI-driven** projects, including "IMDI," a **DocuSign** web app.
3. Applied **user-centered design & design thinking methodologies** across all stages of product development.
4. Designed "Agent DFENSE," a **real-time battlefield surveillance & threat detection platform** integrating **AI-driven** analysis and multi-source data for military commanders in decision-making.

Product Designer, Blink

Istanbul, Turkey January 2024 - June 2024 Contract

1. An elite event experience platform. Led efforts to ensure seamless VIP experiences and personalized **event management**.
2. Developed and implemented a comprehensive **design system** to enhance **consistency** and efficiency across the **product lifecycle**.
3. Collaborated closely with cross-functional teams to adhere to **design guidelines** and meet **project requirements**, optimizing teamwork and driving alignment.
4. Leveraged **SaaS app** expertise to streamline processes and enhance user experiences.

UI/UX Team Lead, Falcon Consulting

Lahore, Pakistan April 2022 - January 2024 Full-time

1. **Led a team** of designers and drove outstanding design solutions across **50+ projects**.
2. Built and maintained strong client **relationships** with a **professional** approach.
3. Showcased **technical skills** in **Figma** and Adobe Creative Suite to **innovate** and **deliver** exceptional results.

UI/UX Designer, Falcon Consulting

Lahore, Pakistan November 2021 - January 2024 Full-time

1. Crafted visually stunning interfaces that exceeded user expectations.
2. Prioritized **user research** and **usability testing** to enhance design solutions.
3. Guided **cross-functional** teams and fostered a collaborative design environment

React Native Developer, Falcon Consulting

Lahore, Pakistan November 2021 - April 2022 Full-time

Tools

Figma, Sketch, Adobe XD, InVision, Framer, Content Creation (ChatGPT, Bard, etc), Prototyping Tools (Figma, InVision, Axure, etc.), Adobe Creative Suite (Photoshop, Illustrator, Lightroom, InDesign)

Certification

Google - Coursera 2024
Certificate of Conduct UX Research and Test Early Concepts

Google - Coursera 2023
Certificate of Build Wireframes and Low-Fidelity Prototypes

Google - Coursera 2023
Certificate of Start the UX Design Process: Empathize, Define, and Ideate

Google - Coursera 2022
Certificate of Foundations of User Experience (UX) Design

University of Dundee 2021
Certificate of Virtual Exchange Program of the University of Dundee in collaboration with GIFT University

Emperor Alexander I St. Petersburg State Transport University 2021
Certificate of Language and Multicultural Communication Program

Google Digital Garage 2020
Certificate of The Fundamentals of Digital Marketing

Awards

Employee of the Year 2023
Falcon Consulting

Hidden Gem 2022
Falcon Consulting

Best Product Design 2019
GIFT University

1. Designed and **developed** polished React Native applications with captivating **interfaces**.
2. Contributed to **successful** mobile app projects with a focus on UI excellence.

UI/UX Designer, Upwork

Pakistan September 2018 - October 2021 Freelance

1. Collaborated with diverse global clients to translate their unique visions into **user-centered** digital experiences.
2. Executed end-to-end **UI/UX projects**, including **wireframing**, **prototyping**, and delivering **high-fidelity** designs, meeting clients' **specifications** and deadlines.
3. Leveraged effective communication and **problem-solving** skills to address client feedback and ensure project success.

Founder, The Photer

Pakistan March 2019 - Present Self-employed

1. **Entrepreneurial** founder of The Photer, a service-based company providing exceptional event photographers.

Projects

Bl:nk [Live Demo](#) 2024
Event Management, Hospitality, Logistics, SaaS

I contributed to a high-end **event management** platform designed to streamline VIP experiences. Developed a **seamless and dynamic** interface for managing events, integrating features for **travel, logistics, and real-time** updates. Focused on delivering design that enhanced operational efficiency and guest satisfaction, transforming complex event management into a smooth, **organized experience**.

Baddour Car Rentals [Live Demo](#) 2024
Car Rentals, Transportation, Mobility, FinTech

I played a key role in creating a transformative platform that connects car renters and vehicle owners across the **US**. Designed an interface that simplifies **vehicle rentals and management**, focusing on convenience, security, and efficiency. My work included developing features for seamless **transactions** and streamlined **management tools**, enhancing both UX and operational efficiency. The project addresses a growing market need for a **modern, user-friendly rental solution**, revolutionizing traditional rental models and offering both renters and owners a superior experience.

IMDI [Live Demo](#) 2024
Document Signing, AI, Document Management

Designed an **AI-driven document signing platform** for seamless **contract management** among multiple parties. Focused on enhancing user experience through comprehensive **UX research**

Achievements

Rapid Career Progression

Promoted as Team Lead at Falcon Consulting within **1 year** of Postgraduate Experience

Recognized Innovation

Conceptualized and Presented a **FYP Idea**
Developed an innovative transportation solution tailored for children's safe and efficient commute to school, which was acknowledged and appreciated by the entire faculty panel for its ingenuity and feasibility.

References

References available upon request.

and **mobile responsiveness**, ensuring a smooth and efficient signing process across devices. Delivered an intuitive and secure interface that simplifies complex **workflows** and improves user satisfaction.

Nationwide

2024

Real Estate, Property Management, Rental Property

Redesigned mobile app and updated the web app, focusing on **enhancing user engagement** and **optimizing navigation** for the UAE real estate market. Delivered an experience that encourages regular use, with improvements based on local market insights and user feedback, leading to increased **usability** and **user satisfaction**.

Bibo: Bookkeeping & Analytics

[Live Demo](#)

2023

FinTech, RetailTech, Mobile Payments, Retail Optimization

I played a pivotal role in **designing an innovative mobile and web app** aimed at revolutionizing the point-of-sale experience. Through our user-centric approach and elegant interfaces, we **simplified transactions** and enhanced retail operations. Our solution streamlined **point-of-sale interactions**, leading to **increased operational efficiency and customer satisfaction**. The intuitive design has profoundly impacted how businesses handle transactions, setting new standards in the **retail sector**.

Reepisodic

[Live Demo](#)

2023

Healthcare Technology, Web App Redesign, UX Optimization

I **led the redesign** of a patient-centric platform, securing a **2.25M USD investment** according to Crunchbase. Through meticulous design, we transformed the post-acute care selection process, ensuring an **intuitive and streamlined experience** for users. The complete overhaul of the web app interface led to a significant **increase in user engagement**, setting new standards in healthcare technology. **Redesigned web app interface resulted in higher user satisfaction and engagement, reflecting in a 30% boost in user interactions.**

FreelanceNow

[Live Demo](#)

2023

Job Marketplace, Digital Job Offers, Recruitment Technology

Led as **Product Designer** for a pioneering **mobile app** bridging the gap between recruiters and applicants. Developed an innovative platform allowing recruiters to post job listings and efficiently match profiles. With an agile approach, we completed the **MVP in just two weeks**, ensuring rapid development without sacrificing quality. Currently in initial phase, the app promises a seamless experience for recruiters and applicants alike.