Farhan Shakir
UI/UX Designer

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Creative UI/UX Team Lead with 5+ years of experience crafting exceptional digital experiences. Proficient in Figma, Adobe XD, and Adobe Creative Suite. Expert in health, transportation, e-commerce, education, and social networks. Known for innovative designs and collaborative leadership. Let's discuss how I can elevate your digital projects.

Education

GIFT University, Gujranwala
Bachelor of Science in Computer Science (BSCS)
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
Design System Interaction Design Data Visualization
Usability Testing Branding Typography
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

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)

Certifications

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

Falcon Consulting - **Hidden Gem 2022**

GIFT Unviersity - **Best Product Design 2019**

Experience

UI/UX Team Lead, Falcon Consulting
Lahore, Pakistan   April 2022 - Present

1. **Led a team** of designers and drove outstanding design solutions across **40+ 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 - Present

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

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 2019 - October 2021

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   Mar 2019 - Present

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

Projects

Bibo: Bookkeeping & Analytics
FinTech RetailTech Mobile Payments Retail Operations 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.

https://play.google.com/store/apps/details?id=com.ako.bibopos   2023

Repisodic
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.**

repisodic.com   2023

FreelanceNow
Job Marketplace Digital Job Offers Recruitment Technology

I took charge as the **Product Designer** in developing a groundbreaking mobile app facilitating seamless connections between recruiters and applicants. This innovative platform empowers recruiters to post job details, enabling the system to match suitable profiles efficiently. Job offers are extended directly through the app, providing applicants with unique employment opportunities. Within a remarkably short span, we successfully **completed the MVP in just two weeks**, emphasizing rapid development without compromising quality. The app is currently in its testing phase, promising a **user-friendly experience** for both recruiters and applicants.

Figma File   2023

MedUSched
Healthcare Student Scheduling Medical Education

In my role as a UI/UX Designer for the MedUSched project, I pioneered the creation of two pivotal web applications. For students, I developed an intuitive scheduling platform, simplifying the process of electives selection within affiliated hospitals. Additionally, I crafted a seamless solution for hospitals, enabling them to post new elective opportunities and efficiently manage student requests.
Through my innovative design approach, I bridged the gap between medical students and hospitals, transforming a complex scheduling process into a user-friendly, efficient experience. MedUSched now stands as a testament to my expertise in creating impactful solutions within the **healthcare education sector**.

medusched.com   2022

Dripgym
Health and Fitness Redesign Vitamins Center New York City Wellness

I took charge of **completely redesigning the digital presence** of Dripygym, a prominent health and fitness clinic based in New York City. Leveraging my expertise, I reimagined their online identity to match their status as one of the leading Intravenous Vitamins centers since 2016. The **redesigned platform emphasizes advanced treatments and safe products**, aligning seamlessly with their commitment to health and wellness.

dripgym.com   2022

Resetme
Artificial Intelligence Management Platform Psychological Wellbeing

I contributed significantly to the **development of an innovative change management platform**. Resetme is tailored for professionals like navigators, life coaches, and educators, aiming to enhance the psychological, social, or behavioral wellbeing of their clients. The platform employs **artificial intelligence-driven** processes, involving comprehensive core assessments followed by targeted assessments to pinpoint problem areas and their root causes. My responsibility encompassed the complete **user experience design** of this intricate system, ensuring seamless interactions and intuitive navigation.

resetme.app   2022

Kidcab France
Transportation Child Services FamilyTech

Revolutionizing Child Transportation: Kidcab presented an exciting opportunity to design a kid-friendly transportation service. Through creative UX solutions and child-centric interfaces, we created an app that ensures safe and enjoyable rides for young passengers.

kidcab.fr   2021