

# 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 & LocAI

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. Designed "Agent DFNSE," a **real-time battlefield surveillance & threat detection platform** integrating **AI-driven** analysis and multi-source data for military commanders in decision-making.
4. Designed seamless AI/ML experiences as a Product Designer at "NBULA", empowering users to build and deploy machine learning models effortlessly.
5. Delivered "NXUS" a data labeling platform with AI-driven workflows, enhancing automation and boosting ML pipeline efficiency. Conducted user research and usability testing to improve user experiences.
6. Designing user-centered interfaces and experiences for MOFKRAH, an **AI-driven meeting audio note-taking** product.

### 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.
4. Prioritized **user research** and **usability testing** to enhance design solutions. 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 UX Professional 2025

- Certificate of Design a User Experience for Social Good & Prepare for Jobs
- Certificate of Build Dynamic User Interfaces (UI) for Websites
- Certificate of Create High-Fidelity Designs and Prototypes in Figma
- Certificate of Conduct UX Research and Test Early Concepts
- Certificate of Build Wireframes and Low-Fidelity Prototypes
- Certificate of Start the UX Design Process: Empathize, Define, and Ideate
- 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.