

Farhan Shakir

Product Designer

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Creative Product Designer with 7+ 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, XQT / 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

Honda – Middle East

[Live Demo](#)

2024

Automotive, Mobility, Customer Service, App Redesign

I led the complete **redesign** of the Honda Middle East mobile app, delivering a unified digital experience that enhances UX and service accessibility. The revamped app enables users to **explore new car models**, **request quotations**, **book services**, **manage their vehicles**, and access exclusive offers and promotions. My design improved **usability**, introduced a **consistent visual language**, and optimized **navigation**, ensuring a seamless and modern experience for customers across the region.

Mofkrah

[Live Demo](#)

2025

AI Meeting Assistant, Productivity, Meeting Notes, SaaS

I collaborated on the redesign of Mofkrah, an **AI-powered meeting notes** platform that transforms discussions into structured insights. My contributions included refining the **dashboard experience**, designing the meeting history interface, and implementing full **Arabic** localization for bilingual usability. By focusing on clarity and accessibility, I helped enhance the overall UX.

NBULA

[Live Demo](#)

2024

AI, LLM Model Management, Low-Code, Enterprise Platform

As the solo designer, I designed the complete **MVP** for NBULA – a **low-code platform** that empowers users to build and manage **AI-driven workflows** without technical complexity. I created **UI** that

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.

Portfolio

Explore my portfolio featuring live projects, and product design work across diverse industries. [View Portfolio](#)

enables seamless orchestration of **AI models**, data sources, & **integrations** through an intuitive **drag-and-connect system**. The design also introduced real-time monitoring dashboards, making AI development accessible, transparent, & efficient for enterprise teams.

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**.

Nationwide

[Live Demo](#)

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**.