

# SHAZIM SARFARAZ

## SENIOR UI UX DESIGNER/PRODUCT DESIGNER

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## MY EXPERIENCE

### Ui Ux Specialist

DEPARTMENT OF GOVERNMENT ENABLEMENT (DGE) - ABU DHABI | MAY 2024 - 11 FEB 2025 | REMOTE

- I lead the design process with a strong emphasis on research, conceptualization, sketching, prototyping, and user testing, ensuring usability and efficiency at every step.
- Translate high-level concepts into detailed user flows, wireframes, mockups, and prototypes, focusing on intuitive and effective user experiences.
- In collaboration with stakeholders, I prioritize user experience across a variety of devices and interfaces, proactively anticipating and addressing user needs. I identify and resolve usability challenges, always striving for user-centered, efficient solutions, while fostering a culture of continuous improvement. This includes refining designs based on feedback, user testing, and evolving company objectives.
- I stay updated on Figma's latest features, particularly those enhancing prototyping and design system efficiency, and maintain an organized, up-to-date design system within Figma.
- Innovative solutions to enhance user satisfaction and efficiency, and I take an active role in educating the team on the importance of UX.
- I conduct Figma-focused workshops for developers and facilitate ongoing discussions to streamline the development process, making the team more effective and aligned with UX principles
- Company Website: <https://www.dge.gov.ae/en>

## INTRODUCTION

I am Shazim. I have been working as a UI/UX designer for the last 6 years. I follow the design process with a strong emphasis on research, spreading questioners, surveys, conceptualization, data collection, sketching, prototyping, and user testing, ensuring usability and efficiency at every step. I translate high-level concepts into detailed user flows, wireframes, mockups, and prototypes, high-fidelity UI design following design systems, and focus on effective user experiences. I produce Innovative solutions to enhance user satisfaction and efficiency.

## MAJOR SKILLS

- Product Research
- Competitor analysis
- User Interviews
- User personas
- User journey
- Wireframes
- Benchmarking
- Style guides and design system
- Mockups
- High-fidelity UI prototype
- Figma
- Adobe XD
- Sketch app
- Adobe Illustrator
- Adobe Photoshop
- Adobe After effects
- Material design 2,3
- HIG



## Ui Ux Designer

KINGSMEN AGENCY - DUBAI | FEB 2023 - MAY 2024 | REMOTE

- Lead UX/UI initiatives across multiple web and mobile applications, guiding projects from conception to completion.
- Responsible for creating wireframes, user flows, detailed mockups, and rapid prototypes.
- Conduct comprehensive user research and usability testing to drive informed design decisions.
- Collaborate closely with product managers, developers, and key stakeholders to ensure alignment of design with business objectives. Design visually appealing, intuitive, and accessible user interfaces.
- Ensure consistent design across all digital platforms in line with brand identity, iterating on designs based on user feedback and analytics.

Company website: <https://kingsmenagency.com/>

## Product Executive

LABORJACK - COLORADO USA | SEP 2021 TO JAN 2023 | REMOTE

- My key responsibilities as a product executive were:
- Lead the design of user interfaces and user experiences for a wide range of digital products, ensuring a seamless and intuitive user journey.
- Work closely with cross-functional teams, including developers and product managers, to implement designs that meet technical and business requirements effectively.
- Conduct user research, competitor analysis, and usability testing to inform design decisions and enhance user satisfaction.
- Continuously seek out and apply the latest trends and best practices in UI/UX design to keep our offerings at the forefront of the industry.
- Guide and mentor junior designers, fostering a culture of learning and excellence within the team.

Company website: <https://laborjack.com/>

## Sr. Ux/UI Designer

EVAMP & SAANGA - ISLAMABAD | DEC 2019 TO AUG 2021

- Develop sound UX concepts, including the definition of customer needs, task analysis, and the creation of personas, storyboards, empathy maps, scenarios, user flows, and use cases.
- Develop sound UI boards for these UX concepts for end customer implementation according to specific branding, user interface, and experience guidelines
- Converting designs into slices or artifacts that can be consumed by the developers in an effective manner
- Exploring UI & visual solutions, creating UX flows, building wireframes in a rapid prototyping model
- Participate as a contributor and at times a leader with a global interdisciplinary team that includes other designers, analysts, engineers, and software developers.

Company website: <https://evampsaanga.com/>



## Sr. Ux Engineer/Webflow Expert

JUST WHITE HAT - DUBAI | DEC 2018 TO DEC 2019 | ONSITE PAKISTAN OFFICE

- Translate concepts into user flows, wireframes, mockups, and prototypes that lead to intuitive user experiences.
- I used a web flow platform to make my designs live. I do all the front-end development using web flow
- Facilitate the client's product vision by researching, conceiving, sketching, prototyping, and user-testing experiences for digital products.
- Design and deliver wireframes, user stories, user journeys, and mockups optimized for a wide range of devices and interfaces.
- Identify design problems and devise elegant solutions.
- Make strategic design and user-experience decisions related to core, and new, functions, and features.

Company website: <https://www.justwhitehat.com/>

## CREATIVE Graphic design trainer E-ROZGAR

TEVTA KOHATI BAZAR RAWALPIND I FEBRUARY 2016 - AUG 2017

- Trained 6 batches as a CREATIVE graphic designer.
- I have taught Adobe creative suite design tools like Adobe Illustrator, Adobe Photoshop, Adobe XD, Adobe after effects and Adobe indesign.
- Most of the students are in earning position right now. They are enrolled in a industry and some of them are working as a par time freelancer.



## Qualification:

### Bachelor of Engineering

GHULAM ISHAQ KHAN INSTITUTE OF ENGINEERING SCIENCES AND TECHNOLOGY I FEBRUARY 2012 - AUG 2016



## ACHIEVEMENTS

- Author of 1st graphic design & Cad Cam diploma in PAKISTAN, initiated by NAVVTC.
- Worked with Punjab Government project ( E-Rozgar ) and trained many students
- Coaching as a graphic design trainer on youtube.com

