

# SAJID GHAFOOR

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## WORK EXPERIENCE

### Ifkaar Technologies / Product Designer Mar 2021 – Present, Remotely

#### Products : Interpreters, eNotary, Arteciate ( Mobile Apps / Web )

As the sole designer in my first year, I led the design vision for the company and contributed to product strategy and decision-making. I designed new features as well as overhauled visual design for all products and marketing by introducing a company-wide style guide, all while working closely across multiple development teams within an agile environment.

After my first year, I worked within a design team, focusing more on the product, and turning complex workflows into simple and intuitive interactions. I contributed to the design of new features from start to finish. This included conducting workshops and design sprints, interviewing users for testing and research, building user flows, wireframing, final designs and prototypes of varying fidelity.

### Repair Desk / Sr UI UX Designer (Lahore) May 2018 – Dec 2020

#### Product : POS, Repair Shop Management System (Web / Mobile)

Working with the design team by creating concepts, visual mockups and specifications, and representing designs to the product team. Delivered a wide variety of marketing material – including brand identity, websites & landing pages, mobile apps, emails, social media posts, banner ads, and more.

### Elementary logics / Sr Graphic Designer (Lahore) Jan 2018 – April 2018

#### Project Base

Marketing material – case studies, infographics, and digital & print materials. Design stickers, business cards, shirt designs and brand identity products adhering to brand guidelines.

### QuntamLHE / UI UX Designer (Lahore) Mar 2016 – Dec 2018

#### Product : Salam Plant, Viavana (Travel website)

Collaborated with developer teams & management to create visual mockups and specifications, high & low fidelity wireframing, rapid prototyping and representing designs to the product team.

### Swenggco Software / Interaction Designer (Sialkot) Sep 2010 – Feb 2016

#### Project Base

Working closely with Development team to launch the projects on time and provide best solution for the problems we face. As a UI/UX designer, I have to come up with some early sketches for the client, once he finalizes the initial sketches, I move forward and start working on its visual design.

## EDUCATION

**B.A Fine Art** Aug 2003  
University of Punjab Lahore, Pakistan

**MFA Interaction Design** May 2005  
LSA Lahore, Pakistan

## TOOLS

### UI Design

Sketchapp, Figma, Photoshop, Illustrator,  
Adobe XD, Adobe InDesign

### UX Design

InvisionApp, Figma, UX Pin, Zeplin

### Teamwork

Jira, Github, Trello, Asana

## UX SKILLS

Prototyping, Wireframing, Usability Testing  
User Research, Storeyboarding  
User Interface

## INTERESTS

Calligraphy, Board Games, Broadway shows  
Greeting Cards

## PORTFOLIO

[www.behance.net/sajidghafoor347](http://www.behance.net/sajidghafoor347)  
[www.dribbble.com/sajid786](http://www.dribbble.com/sajid786)