SHUJAAT IQBAL

UI/UX/PRODUCT DESIGNER | SOFTWARE DEVELOPMENT | DIGITAL MARKETING STRATEGIST

CONTACT

+92 345-508-7601

shujaat.iqbal@gmail.com

in Bē

LINKS

UX Portfolio
UI Portfolio

SKILLS

Interaction Design | Visual Design | Web Design | User Research | Usability Testing | HTML5 & CSS3 | SCSS | jQuery | Illustration | Leadership and Team Management | Strategic Planning | Product Development | Market Research | Digital Marketing | Project Management | Collaboration | Web Development | Data Analysis | Quality Control | UI/UX Design, Product Design | Wire-framing | Prototyping

EDUCATION

Bachelor's Computer Sciences

Allama Iqbal Open University

2003-2007
Isb, Pakistan

Master Sciences Project Management

SZABIST

2011-2014
Isb, Pakistan

LANGUAGES

English

Urdu

PROFILE

Dynamic and results-driven professional with a robust background in software development, sales, marketing, and design. Currently serving as Assistant Manager Software Development at ATSG Pakistan and Director of Sales and Marketing at Cloudpso. I spearhead innovative strategies that drive revenue growth, lead generation, and brand awareness. With extensive experience in product design, UI/UX, web design, front-end development, and digital marketing, I excel at crafting engaging and effective campaigns that resonate with target audiences.

Proven expertise in developing cohesive marketing strategies where business development, sales, and marketing seamlessly collaborate to maximize lead generation and revenue. Adept at leveraging technical SEO, digital content creation, and social media management to enhance online presence and engagement. Skilled in managing diverse teams, optimizing processes, and utilizing data-driven insights to achieve organizational goals.

WORK EXPERIENCE

Assistant Manager Software Development

Jan 2023-present

ATSG Pakistan

I create and oversee design strategies that meet our business goals and customer needs. I lead the design team to ensure projects are completed on time and to a high standard. I work with various teams to come up with and develop new products and technologies. My job also involves researching market trends and customer needs to find new opportunities. I manage the product development process from start to finish and mentor team members to help them grow. Additionally, I ensure our products meet quality standards and handle our intellectual property. I also collaborate with external partners, like suppliers and research organizations, to benefit from their expertise.

Director Sales and Marketing

Aug 2023-present

Cloudpso

I develop and implement strategies to drive revenue growth, generate leads, and build brand awareness. I work closely with the sales and marketing teams to ensure our efforts are aligned and effective. My responsibilities include overseeing digital marketing campaigns, managing social media, and optimizing our website for search engines. I analyze market trends and customer data to inform our strategies and make data-driven decisions. Additionally, I mentor team members, helping them develop their skills and achieve their goals. I also collaborate with other departments and external partners to ensure our sales and marketing efforts support the overall business objectives.

Senior Manager Web Services

Nov 2022-Aug 2023

Cloudpso

I oversee the development and maintenance of our company's web services. I lead a team of marketing specialist to ensure our website was functional, user-friendly, and up-to-date regarding design, seo and social media. My responsibilities include managing marketing projects from start to finish, ensuring they meet business requirements and deadlines. I work closely with other departments to integrate company services with our overall business strategy.

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EXPERTISE

Product Design
User Research, Competitor Analysis, Concept Development, Prototyping, Usability Testing, Design Strategy, UI Design, UX Design, Visual Design, Interaction Design, Wireframing, Mockups, Design Software Proficiency (Adobe Creative Suite, Sketch, Figma), Cross-functional Collaboration, Design Thinking, Information Architecture, Accessibility Design, Responsive Design.

Project Management
Concept to Execution, Cross-functional Collaboration, Market Research, User Research, Competitor Analysis, Product Roadmap Management, Prioritization of Features, Quality Assurance, Continuous Improvement, Mentoring Team Members, Enhancing Design Culture.

Technical Skills
HTML5/CSS3, Responsive Design Techniques, CMS Management, Cross-browser and Cross-platform Compatibility Testing, Critical Thinking for Technological Issues, Web Statistics Monitoring, Data Analysis for Design Improvements.

Digital Marketing
Lead Generation, Brand Awareness, Digital Marketing Campaigns, Social Media Management, SEO Optimisation, Market Analysis, Customer Relationship Management (CRM), Data-Driven Decision Making, Team Leadership, Performance Tracking, Content Creation, Communication Skills, Negotiation Skills, Problem Solving.

WORK EXPERIENCE

Assistant Manager Software Development
Aug 2021- Jan 2023

dinCloud Pakistan

Lead the design team to ensure projects are completed on time and to a high standard. I work with various teams to come up with and develop new products and technologies. My job also involves researching market trends and customer needs to find new opportunities. I manage the product development process from start to finish and mentor team members to help them grow.

Senior Product Manager
Aug 2020 - Aug 2021

dinCloud Pakistan

I identified and solved customer and business problems through research and data analysis. I managed design projects from concept to execution, collaborating with cross-functional teams to define and prioritize core use cases. I documented key user journeys and product opportunities, aligning vision through storytelling and presentations. I partnered with engineering for efficient execution and QA, continuously improving designs based on feedback. Additionally, I mentored designers and enhanced the overall design culture of the company.

Product and Design Manager
Apr 2018 - Aug 2020

Apoyo Tech - Pvt. Ltd

I oversee the development and maintenance of our company's web services. I lead a team of marketing specialist to ensure our website was functional, user-friendly, and up-to-date regarding design, seo and social media. My responsibilities include managing marketing projects from start to finish, ensuring they meet business requirements and deadlines. I work closely with other departments to integrate company services with our overall business strategy.

Product Manager
Jan 2015 - Apr 2018

Ovex Technologies

Managed design projects from concept to execution, collaborating with cross-functional teams to define and prioritise core use cases. I documented key user journeys and product opportunities, aligning vision through storytelling and presentations. I partnered with engineering for efficient execution and QA, continuously improving designs based on feedback.

Principal UI/UX Designer
Jun 2013 - Jan 2015

Ovex Technologies

I created and implemented compelling design concepts for multi-channel marketing efforts, developed mockups and wireframes using Adobe Photoshop and Illustrator, and built functional websites and web-based assets with HTML5/CSS3/jQuery. I provided design recommendations based on UI best practices, used responsive design techniques, and ensured cross-platform compatibility.

UI/UX Designer
Dec 2011 - Jun 2013

Ovex Technologies

Developed user-friendly interfaces and seamless user experiences. I created mockups and wireframes, collaborated with cross-functional teams, and used HTML5/CSS3 for responsive web development. I conducted user research and testing to improve designs and enhance customer satisfaction.
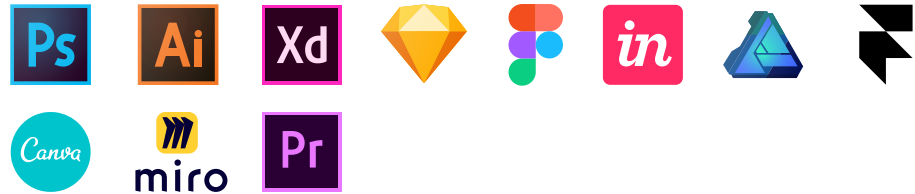
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TOOLS

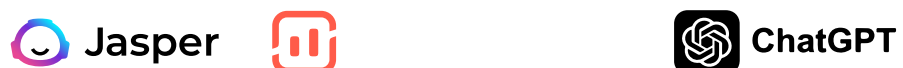## Product Design Tools

Technical Skills and Tools

Project Management Tools

Sales and Digital marketing Tools

AI Tools

Jasper

ChatGPT

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TO WHOM IT MAY CONCERN,

I have a robust background in product design, sales and marketing, and project management, I am excited about the opportunity to bring my skills and experiences to your esteemed company.

Throughout my career, I have honed my abilities in developing and implementing design strategies, managing cross-functional teams, and driving successful sales and marketing campaigns. My experience as a Design Manager / Assistant Manager - CMT Development at ATSG and as the Director of Sales and Marketing at Cloudpso has equipped me with the expertise to lead projects from conception to completion, ensuring alignment with business objectives and customer needs.

My technical skills include proficiency in HTML5/CSS3, JavaScript, React, and various content management systems. I am adept at using project management tools like Jira, Asana, and Youtrack to streamline workflows and enhance team productivity. Additionally, my familiarity with sales and marketing tools such as HubSpot, Salesforce, and Google Analytics allows me to create data-driven strategies that boost brand awareness and revenue growth.

I am confident that my background in design, marketing, and project management will contribute positively to your team and help achieve your company's goals.

Thank you for considering my application. I look forward to the opportunity to discuss how my skills and experiences align with the needs of your team. Please feel free to contact me at **+92-345-508-7601** or via email at **shujaat.iqbal@gmail.com** to schedule a conversation.

SINCERELY,

SHUJAAT IQBAL