

AHSAN IFTIKHAR

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RELEVANT EXPERIENCE**FREELANCE**

February 2020 – Present

- UX and Web Design projects for TopBoffin's clients
- Designing an eCommerce website for a startup selling preowned luxury designer clothing, from information architecture schema to mockups
- Principle designer for *Laddu*; a speed dating experience primarily targeting the South Asian diaspora

Engage Center for
Research & Dialogue

UX/UI DESIGNER

August 2018 – August 2019

- Led the design vision and helped set product direction and managed a designer for the *Shehri* Android app
- In charge of storyboarding, illustrating, and creating clickdummies for seven episodes of a mobile role-playing game, as part of the *Shehri* app
- Redesigned the company website which helped onboard two new donors
- Storyboarded, illustrated, and animated a short-film on discrimination against minority groups in Pakistan, and got 443k+ views and 1.7k+ shares on Facebook
- Part of the illustration team for *Shehr-e-Tabassum*; an official selection for the Palm Springs Intl. Animation Festival 2020

UX/UI DESIGN INTERN

June 2018 – August 2018

- Formulating the strategy, requirements and user experience for the *Shehri* app
- Re-organising the information architecture and design of the company website
- Storyboarding and illustrating a video on the importance of voting, and got over 50k views on Facebook in its first week

Ishtiaq Steel Mills

**JUNIOR BUSINESS
STRATEGIST**

October 2017 – March 2018

- In charge of Marketing, HR, and Organisational Change planning and policies
- Redesigned and updated the company website
- Cut down on print marketing budget by ≈40% and increased sales conversions through content upgrade and revised CTAs
- Reduced losses caused by double-ordering, theft, and spoilage by streamlining inventory management from manual data entry to computerised FIFO perpetual inventory system

PROJECTS**SUEPER CHEF**

(Alexa Skill) 2021

- Allows users to select from among several recipes, then follow step-by-step directions to prepare the selected meal (voice-only)

PERSONALITY QUIZ

(Alexa Skill) 2021

- Users answer a couple of questions to find out which tv character might be their kindred spirit (multimodal)

COVID-19 DASHBOARD

www.isitoveryet.info
2021

- Collaborated with a developer to design an online dashboard that provides country-specific Covid and vaccination statistics. Phase 2 of deployment will include: travel updates, FAQs, WHO guidelines, and misconceptions about the pandemic and the vaccine(s)

PERFECT PROPERTIES

2018

- A responsive web and iOS native app that provides private real estate investors with information on properties of interest. Featured online by InVision and CareerFoundry

PROTOGRAPH

2017

- Mobile and web app that connects beginner and expert photographers to collaborate on projects

STUDY AID

2017

- Allows students to create flashcards, with timed quizzes, for revision and memorising

CERTIFICATIONS**VOICE UI DESIGN**

CareerFoundry
February 2021 – April 2021

**CERTIFIED UX DESIGNER WITH
SPECIALISATION IN UI DESIGN**

CareerFoundry
September 2017 – March 2018

**CERTIFICATE COURSE IN
HUMANISTIC COUNSELLING**

CPCAB,UK
February 2017 – March 2018

EDUCATION**MSC. INTERNATIONAL EMPLOYMENT RELATIONS
AND HUMAN RESOURCE MANAGEMENT**

London School of Economics
October 2013 – August 2014

BSC. MANAGEMENT (MARKETING)

University of Manchester
September 2008 – July 2011

TOOLS

Frequently used: Sketch, InVision, Illustrator, After Effects, Kite, and Miro.