



IMRAN IRFANI

User Experience Designer

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Lahore, Pakistan

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I'm Imran Irfani, a seasoned User Experience and User Interface Designer based in Lahore, Pakistan. With over a decade of experience in the field and as a certified Google Design Sprint facilitator, I bring a wealth of expertise to every project. [My Portfolio](#) reflects my commitment to creating exceptional and innovative designs.

In addition to my design skills, I have a strong background in Front-end Development, which distinguishes me from many designers. This combination of skills allows me to approach projects with a unique perspective and deliver remarkable results.

What truly sets me apart is my ability to adapt and collaborate effectively with diverse clients, colleagues, and cultures globally. I am passionate about exploring various facets of design and using my creative instincts to craft engaging user experiences. My expertise spans a wide range of areas, including Research, Analysis, User Flows, Journey Maps, Design Personas, Wireframing, Prototyping, Usability Testing, and creating Mobile UIs for iOS and Android, as well as Website and Web App UIs. For every project, my goal is to design solutions that not only meet users' needs but also exceed their expectations, ensuring a seamless and enjoyable interaction experience.

OVERALL COMPETENCE

Specialist area	With a professional journey spanning over a decade, I have honed my skills in Team Building, Client Communication, Design Strategy, User Experience Design, User Interface Design, and Design Mentoring.
Experience	My expertise covers a wide range of industries, including Telecom, Real Estate, eCommerce, Retail, Health & Lifestyle, Banking, On-Demand Services, Microblogging, IT, and Corporate sectors.
Design tools	Figma, Sketch, Adobe XD, Adobe Photoshop, Adobe Illustrator, Adobe Premiere, Adobe After Effects
Wireframe tools	Axure, Figma, Paper Sketch
Prototype tools	Figma, Marvel, Sketch, Lottie, ProtoPie
Collaboration tools	FigJam, Zeplin, Mural, Miro
Project tools	Jira, Trello, ClickUp, Monday, Spreadsheet
Certificate	Google Design Sprint Certified, User Experience Design

CAREER ACCOMPLISHMENTS

Product

[Jazz World App Design \(Play Store\)](#)

Accomplishment

I led the end-to-end design of the Jazz World app, starting from scratch. By deeply understanding user needs and behaviors, I created a comprehensive design system and established intuitive UX patterns.

These efforts resulted in:

- Over 50 million app downloads
- An average user rating of 4.4 on app stores
- Intuitive user experience

This project highlights the value of building a user-centered app from the ground up, leading to substantial business and user success.

Client

Jazz Pakistan

Type

Mobile Application and Business Suite

Industry

Telecommunications

Product

[My Telenor App Redesign \(Play Store\)](#)

Accomplishment

I spearheaded the redesign of the My Telenor app, emphasizing user experience improvements through an insight-driven approach. By conducting extensive user research, including guerrilla testing and usability evaluations, I uncovered critical friction points and optimization opportunities. Using these findings, I introduced a new design system and enhanced UX flows, resulting in:

- Over 10 million app downloads
- A 4.1 average user rating on app stores
- Improved user satisfaction and retention

This redesign highlighted the importance of a research-backed, user-first design strategy, driving measurable improvements in both performance and engagement.

Client

Telenor Pakistan

Type

Mobile Application

Industry

Telecommunications

Product	FitTogether Fitness App Redesign (Play Store)
Accomplishment	<p>I led the complete overhaul of the FitTogether Fitness App, transforming it into a more user-focused platform. Through extensive research, including testing sessions conducted over Zoom with individual trainers, gym managers, and fitness enthusiasts, we identified key areas for improvement. Based on these insights, we developed a fresh looking interface and outcome resulted in:</p> <ul style="list-style-type: none"> - 200x increase in user signups - A more engaging and intuitive interface - A significantly enhanced user experience on the web app <p>This redesign showcased the impact of a user-centered approach, leading to major improvements in user engagement and overall satisfaction</p>
Client	FitTogether
Type	Mobile Application
Industry	Lifestyle

Product	BOHO App Design (Under Development)
Accomplishment	<p>I designed the BOHO app as a comprehensive communication platform, leveraging an advanced design strategy and an innovative haptic design system. By integrating these elements, we created a seamless and intuitive user experience that stands out in the market. The app's all-in-one functionality, combined with its thoughtful design, ensures efficient communication while providing a highly engaging and responsive user interface.</p>
Client	BOHO Inc.
Type	Mobile Application
Industry	Social & Communication

Product	PlandCare App Design
Product	Memorease App Redesign
Product	Jomby App Design - View Instagram
Product	Hyphyy SaaS Redesign
Product	RealTec - POS, Mobile App, Website
Product	Curennav App Design

PROFESSIONAL EXPERIENCE

Period	May 2022 to Present (Contract)
Employer	Evamp & Saanga, Islamabad, Pakistan
Key role	UX Consultant (Remote)
Projects	Optiva Inc. a Canadian provider of Business support system and Operations Support Systems software and services to the telecommunications industry.
Job responsibilities	<ul style="list-style-type: none">- Collect user data through research and analyze to identify patterns, trends, and insights that inform design decisions and improve user experiences.- Effectively communicate design concepts, strategies, and rationale to stakeholders, ensuring alignment and understanding throughout the project.- Design user flows and task flows to outline the user journey through the product or service and identify potential areas of improvement.- Create wireframes and interactive prototypes to visualize design concepts and gather feedback from stakeholders and users.- Work closely with UI designers, graphic designers, and developers to ensure seamless integration of UX principles into the final product.- Continuously iterate on designs based on user feedback and data, aiming for continuous improvement and optimization of the user experience.- Develop and implement UX strategies aligned with business objectives to drive meaningful and measurable outcomes.- Review and evaluate existing products or services to identify UX deficiencies and propose actionable improvements.- Present research findings, design concepts, and project updates to stakeholders at different stages of the design process.- Develop and maintain a comprehensive design system and style guide to ensure consistency and coherence across all digital products and platforms.- Provide guidance and mentorship to junior UX designers or team members, fostering growth and development within the organization.
Period	Jun 2019 to Feb 2022
Employer	Origami Studios, Lahore, Pakistan
Key role	Head of Design Department

- Job responsibilities**
- Provide strong leadership and guidance to the design team, overseeing their work, performance, and professional development.
 - Develop and execute a clear design strategy aligned with the organization's goals and objectives, ensuring design initiatives contribute to business success.
 - Foster a collaborative and creative work environment, promoting teamwork and cross-functional collaboration with other departments.
 - Coordinate design projects, set priorities, allocate resources, and ensure projects are delivered on time and within budget.
 - Set the overall design direction for the organization, ensuring a consistent and cohesive brand identity across all products and services.
 - Ensure that all design deliverables meet high-quality standards and adhere to best practices in user experience and user interface design.
 - Participate in the recruitment and hiring of design professionals, identifying top talent to strengthen the design team.
 - Conduct regular performance evaluations for design team members, providing feedback and identifying areas for improvement and growth.
 - Oversee the creation and maintenance of design documentation, including style guides, design systems, and design principles.
 - Provide mentorship and professional development opportunities to team members, empowering them to grow and advance in their careers.
 - Advocate for user-centered design principles, emphasizing the importance of user research and usability testing in the design process.
 - Continuously improve design workflows and processes to enhance efficiency, collaboration, and overall productivity.
 - Promote the work of the design department internally and externally, showcasing the value of design in driving business success.

Period Jan 2018 - May 2019 (Contract)

Employer Evamp & Saanga, Islamabad, Pakistan

Projects Jazz Telecom, Telenor Telecom, DU Telecom, Board of Investment (BoI), JDV Insurance Dubai, Ericsson Dubai, Pakistan Centre for Philanthropy (PCP)

Key role Senior User Experience Designer

Key tasks Through out project applying User Centered Design (UCD) approach to Understanding the User needs to meet the business goals. Method were used like Research, Ideation, Wireframing, Prototyping, Usability testing, UI design and style guide.

- Job responsibilities**
- Meeting with stakeholders
 - Interview with clients and Users
 - Understand the business goal and user needs
 - Creating wireframes, User persona, User journey
 - Prototypes for Web & Mobile applications
 - User Testing

Period	May 2017 - Nov 2017 (Contract)
Employer	Dubai Municipality, Dubai UAE
Project	Dubai Building Permit Mobile application
Key role	Product Designer
Key tasks	Requirements gathering, Interview with stakeholders, Market research, Wireframes, Prototypes, Gorilla testing, UI design
Project Description	Dubai Building Permits (DBP) App with it's easy to use interface allows clients to apply new building permits, view permit status, book appointment, check history and manage account. The app has been designed to make things easier for valued customers and ensures that all their building related problems are solved with the minimum amount of taps, without the hassle.
Job responsibilities	<ul style="list-style-type: none"> - Communicate with stakeholders - Collect user data through research - Understand the user need - Creating wireframes, User Journey, User persona and Prototypes of mobile applications - Design branding material - Improve customer service by overhauling previously issues - Collaborate with key executives and product managers, to understand their design needs

Period	Jul 2016 - Apr 2017 (Contract)
Employer	Majid Al Futtaim
Projects	Al Zahia (Properties management system), PRO tracking system app, Employee logs app, Facility management system
Key role	Product Designer
Key tasks	Requirements gathering, Interview with stakeholders, Market research, Understand business goal, Wireframes, Prototypes, UI design
Job responsibilities	<ul style="list-style-type: none"> - Work on internal and external projects - Provide digital solutions to business and stakeholders - Meeting with stakeholders - Interview with clients - Corporate branding and email flyers - Research & analysis based on surveys - Creating wireframes, User persona, Journey Map, Service Blue prints - Prototypes for Web & Mobile applications - Designed innovative, unique and practical ideas - Ensure that all design deliverables meet high-quality standards - Oversee the creation and maintenance of design documentation - Improve design workflows and processes to enhance efficiency

Period Mar 2015 - Jun 2016 (Contract)

Employer Interface Technologies

Projects National Archive, Sharjah book fair, Abu Dhabi book fair, Al Wasl club, ECSSR

Key role Lead Designer

Key tasks Manage team, Communicate with clients, Requirements gathering

Job responsibilities

- Interview with client and stakeholders
- Design Interface for Web and Mobile
- Communicate with web programmers and clients
- Ensuring web & applications meet the usability standards
- Prototypes for Web & Mobile applications

Accomplishments

- I improved work efficiency and customer service issues
- Communications with manager and teams
- Involved with client-end and try to offer best solution of every complexity

Period Jul 2014 - Mar 2015

Employer Crewlogix Technologies

Projects Nishat Hotel, CC rewards app, Nishat Linen eCommerce web, Night Owl booking system, Doctor on-demand app

Key role Senior User Interface Designer

Key tasks Website design, Mobile App design, Wireframe, Product branding, Newsletters, Communicate with client

Job responsibilities

- Document gathering
- Design website and web application UI
- Design mobile application
- Creating sitemap and User flow
- Design graphics and presentations
- Communicate with clients regarding project status

Period Apr 2011 - Mar 2014

Employer FutureNow Technologies

Projects Pizza Pizza (Online Food Delivery app), Pakistan Cricket Board (PCB) website & mob app, British Council website, Land Management System, Classified Ads website, eCommerce website, Trivia mobile game

Key role UI Designer & Front-end Developer

Key tasks Website design, Mobile app design, Creating logos, Product branding, Newsletters, Brochure and Web Graphics

- Job responsibilities**
- Design website and web application layout
 - Design mobile application
 - Creating logo, branding, corporate identity
 - Creating banners, newsletters, brochure & print material
 - Ensuring the designed web & applications meet the usability standards
 - Creating templates for web programmers
 - Performing other incidental and related duties as required

Period Nov 2009 - Mar 2011

Employer Mech Technologies

Projects Bayrozgar Jobs portal, ApniGari Car sell/buy portal, G20 website

Key role UI Designer & Front-end Developer

Key tasks Website design, User Interface development, Creating HTML, jQuery and JavaScript templates and UIs

- Job responsibilities**
- Design website Interface
 - Develop websites as per W3C standards and accessibility
 - Individually responsible for conceptualizing
 - Design presentations, HTML demos
 - Scripting and DIV based development with advanced CSS techniques
 - Creating table-less layouts, fluid layouts
 - Develop an effective and professional layout using latest website trends

EDUCATION

Bachelor Computer Science (BSCS)

Virtual University Pakistan, 2009

Multimedia Certification

National College of Arts (NCA), 2013

Design Sprint Certification

Google Design Sprint, 2019

DESIGN TOOLS

I have experience with Mac and Windows a few tools I am using during my design process.

- Figma
- Sketch
- Adobe XD
- Axure
- Zeplin
- ProtoPie
- Marvel
- Miro
- Mural
- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere
- Adobe After Effects
- Pen and Paper

PROFESSIONAL SKILLS

My skill set range includes following;

- Team Building & Management
- Client Communication
- Design Consultancy
- Design Evaluation
- Design Strategy
- Product Strategy
- Research and Analysis
- MVP & Idea Validation
- User Experience Design
- User Interface Design
- Mobile App UI (iOS and Android)
- SaaS Apps UI (Hybrid and Native)
- Website UI (Adaptive and Responsive)
- User Personas and Empathy Mapping
- User Flows and User Journey
- Wireframing and Prototyping
- User Testing and Usability Testing
- Bootstrap & Custom HTML Framework
- jQuery, Java Script
- WordPress
- Shopify
- Animations & Videos Presentation

CONTACT ME

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