

**Imran Irfani**

User Experience Designer

www.imranirfani.com | 0092 300 0231115**Background:**

I am a User Experience Designer since Jun 2015, I have 10 years of experience in the IT industry, out of which 4 years in developing and designing complex IT solutions in the Corporate, Real Estate, e-Commerce, and Telecom industry. I love to explore different aspects to design and tap into my creative instinct to enable users to interact with great design.

Previously, I represented Evamp & Saanga; where I transform brands and businesses with simple remarkable ideas with combine science, style and technology. I am passionate in various areas of the Digital Transformation and Modern IT solutions that support them. Throughout my experience, I have also been exposed to Front-end Development which I see as my differential factor from other designers in the market.

I hold the Google Design Sprint certification, User Experience certification, Multimedia Certification and Bachelor of Computer Science.

Skills:

- Design Sprint – Certified Google Design Sprint
- UX Researcher – Design Research, Customer Analysis, User Interviews, User Personas
- UX Designer – Wire-framing, Story Mapping, Testing/Iteration, Idea Validation
- Interaction Designer – Prototyping, Animation, Videos, Presentation
- Interface Designer – Sketch, Layout design, User Guides, Branding and Graphic
- Expertise with Corporate, Real Estate, e-Commerce, Telecom and IT Services

Experience:

- Telecom – Business to Customer and Business to Business
- Real Estate – Property Management, Front Desk Operations, Billing and Payments
- e-Commerce – Retail and Loyalty Programs
- Corporate – PRO tracking system, Employee logs, Facility management system
- Marketplace Portal, Classified Ads, Job Portal
- Online Booking system, Doctor on-demand, Online Food Delivery
- IT Services, Corporate website, Intranet portal, Trivia Game