

Muhammad Kashif

Product Designer | UX Designer | Visual Designer

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Work Experience

Easypaisa - Lead Product / UX Designer

Jan. 2020 - PRESENT, Islamabad, Pakistan

Currently working for Telenor Microfinance Bank for their product "easypaisa app". I am responsible for product design, user studies, feature design for the application, research and development for easypaisa application.

Gaditek - Design Lead - Products

Oct. 2016 - Dec. 2019, Karachi, Pakistan

Currently I am working as a product designer for various in-house MVPs as well as managing the existing products, I am responsible for interface design, experience design, application designs, marketing collaterals, research and planning. Mostly I spend my time working on improving the products offered by the company by adding new features, improving existing features as well as collecting user reviews and feedbacks and then improving the product and its flows accordingly.

Creative Designer - Various Companies

Jan. 2008 - Jul. 2016, Dubai, United Arab Emirates

Worked for various clients and companies in UAE from Jan 2008 and Jan 2016. This includes, National paints factories, Limitless advertising, DMMA (direct multimedia agency) and Emirates House TV. Worked in the capacity of Creative designer, mix media designer (Graphic Design, animations, Web Design, Mobile Design etc.). Worked for many clients from private to government including Ministry of Immigration UAE, Ministry of Labour UAE, Dubai Customs, Ferrari World Abu Dhabi, Iranian Hospital Dubai and many more.

Education

University of Karachi / B.Arts

Jan. 2016 - Dec. 2018, Karachi, Pakistan

Majors in Sociology, History and International Relations.

Certificates

Jul. 2018, Online

Enterprise Design Thinking Co-Creator by IBM

Enterprise Design Thinking Practitioner by IBM

UI Design by Eric Kennedy (learnui.design)

The Course of User Centered Design by IDEO.ORG

Prototyping by IDEO.ORG

Storytelling for Change by IDEO.ORG

UX Foundation by University of Michigan (coursera)

Skills

Design

Illustration & UI Graphics, Strategy & Vision presentations, User Flows, Concept sketches, Wireframes and mockups with Sketch, Figma & Illustrator, Motion Design with Principle, Flinto and After effects, Production Redlines, Style Guides and Pattern Library

Prototyping

Rapid prototyping using Keynote & Invision, Interactive flow with HTML/ CSS/ JS

Research

Data Analysis, Task Analysis & Persona hypothesis, A/B Testing & Experiment, Cognitive walkthrough

Collaboration

Organizing Workshops, Facilitating design critique, Self Starter, Detail oriented, Flexible, Team Player, Communicative, Expressive