

Muhammad Kashif

Product + Interaction Designer

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Work Experience

Gaditek / Sr. UI/UX Designer

Oct. 2016 - PRESENT, 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.

Limitless / UI/UX Designer

Jul. 2014 - Jun. 2016, Dubai, United Arab Emirates

I was responsible for marketing collaterals for various clients the company had, mostly Govt. institutions. My role was to communicate with clients to collect the requirements and briefs or design problems they have and provide creative solutions to it, so, from print to motion I was pretty much doing everything. This enhanced my ability to work on various mediums e.g., print, digital graphics, social media, and outdoor advertisements other than regular UI/UX design works.

DMMA / UI/UX Designer + Motion

Apr. 2012 - May. 2014, Dubai, United Arab Emirates

My role was to assist and help the clients to prepare the advertisements and motion graphics they want to run on the outdoor Media offered by DMMA (Digital Multimedia Agency).

National Paints / Product Designer

Dec. 2010 - Feb. 2012, Sharjah, United Arab Emirates

I was responsible for preparing all the print and digital media for the Factory and their products which were mostly paints. I had the opportunity to do packaging designs for various of their new product line and prepare the marketing collaterals accordingly.

Emirates House TV / Creative Designer

Dec. 2010 - Feb. 2012, Sharjah, United Arab Emirates

My role was to provide deliverables for various projects from web design to digital, print and motion designs.

Education

University of Karachi / B.Arts

Jan. 2016 - Dec. 2018, Karachi, Pakistan

Majors in Sociology, History and International Relations.

IDEO / UCD Cert.

Jul. 2018, Online

Studied principles of User Centric Design, as well as Design Thinking. Completed A social project that help users to prepare healthy food with limited items.

University of Michigan / UX Cert.

Oct. 2017, Online

Took certification in UX Design and UX process, from Research to feedback, studied and experimented.

Skills

Design : Illustration & UI Graphics. Strategy & Vision presentations. User Flows. Concept sketches. Wireframes and mockups with Sketch & Illustrator. Motion Design with Principle, Flint 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

Recognitions

Appreciation Certificate from Dubai Customs for Managing RTEX Dubai.

Best Designer Certificate from National Paints Factories for Unique Packaging Designs and Design Campaigns.