TASAWAR AHMAD
UI/UX | GRAPHICS DESIGNER

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ABOUT

I am a passionate UI/UX designer with 10 years of experience across various industries and a proven record of delivering innovative and user-friendly design solutions that seamlessly blend with the project functionalities and providing smooth user experience to our target audience. Over the years, I've honed my skills, staying at the forefront of design trends and technologies. I have worked closely with cross-functional teams to deliver impactful designs that resonate with users and meets business objectives.

Skills

- Figma
- Adobe XD
- Sketch
- Invision
- Photoshop
- Illustrator
- Premiere
- After Effects
- Blender
- Unity3D
- HTML
- C#

Acheivements

★ Awarded for Best Performance
★ Employee of the Quarter year
★ Employee of the month

Technical Expertise

- UI/UX Design
- Prototyping
- Wireframe
- Flow Chart
- Story Boarding
- 2D/3D Animation
- Video Editing
- Motion Graphics
- Infographics,
- Brochure Design
- Visual Design
- User Research
- Usability Testing
- A/B Testing
- Web Design
- HTML/ Wordpress
- Social Media Ads
- Mockups

Certifications

- Strategic Time Management
- Graphics Design

Language

- English
- Urdu / Hindi
- Arabic

Interests

Read   Photography   Music

EXPERIENCES

Senior UI/UX Designer
November 2021 - April 2024

T ! Y A
TIYA - Funage FZ LLC, Dubai, UAE

Funage fz llc is a real-time social networking company, backed by a US-listed company, LIZHI INC. One of the fastest growing IT company in MENA.

Responsibilities:

- Led cross-functional teams to design UI/UX components and brand guidelines system, using Figma, Adobe Creative Suite. and to facilitate the efficient implementation of UI/UX to maintain it's usability.
- Develop interactive prototypes for mobile applications and digital products using Figma and Adobe XD.
- Collaborated with programmers and the marketing team to achieve a high-quality user interface and a smooth user experience for target audience by following our unique creative design process.
- Conceptulize and design different ui/ux layouts for to provide the best possible design solutions.
- Collaboration with the product team and developers to establish and execute the UI aesthetic.
- Enhanced digital marketing campaigns and promotional art, including social posts and video ads, to increase user acquisition and introduced new events to maintain the retention rate of the app.
- Develop creative advertising content for various social media platforms while ensuring maximum brand awareness towards our target audience or market.
- Produce video ads along with the music and voiceover to generate cost effective video ads campaigns.

UI/UX Graphics Designer
November 2020 - September 2021

الأنصاري للصرافة AL ANSARI EXCHANGE
Al Ansari Exchange, Dubai, UAE

Al Ansari Exchange, a leading exchange company in the UAE with the largest branch network, started as an offshoot of a flourishing general trading business.

Responsibilities:

- Designing UI/UX for company's official website and Mobile Applications using Figma and Adobe suite.
- Design wireframes, mockups and intractive prototype layouts, to test UI and UX of company products.
- Develop video advertisements for new mobile application to promote our services and provide awareness about the features of newly launched mobile application using using variety of graphics design softwares.
- Produce brand guidelines and it's componenets usng Figma for existing design and future app updates.
- Designing Infographics, Brochures, Flyers, Social Media Posts about new products and features in app.
- Rewamped the company's official websites to enhanced it's usability and newsletters using HTML and css.
- 2D and 3D Animations design with voiceover and music for staff traninings about company's new product.
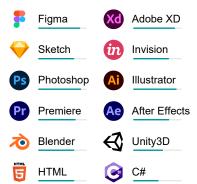
UI/UX and Web Designer
February 2017 - October 2020

وصل للعقـــارات wasl properties
Wasl Group, Dubai, UAE

wasl Asset Management Group, one of the largest real estate management companies in Dubai, It was established by the Dubai Real Estate Corporation (DREC).

Responsibilities:

- Designing UI/UX for wasl websites and mobile applications to provide a rental services to the tenants, such as renew their rental agreements or request maintenance services etc.
- Designing corporate identity branding and marketing solutions for wasl's real estate assets.
- Animated videos for mobile application and promotional purposes using variety of softwares.
- Designing user interface as well as user experience for wasl mobile Applications and websites.
- Design and Developemnt of HTML pages for internal and customer surveys, and newsletters.
- Producing static and animated content for Websites, Mobile Applications and, layouts designs.
- 2D & 3D Animated videos using mascot with voiceover and music for customer awareness.

UI/UX, Web Designer
December 2016 - January 2017

SAWA GROUP

SAWA Group, Dubai, UAE

Sawa Group is one of the largest e-sports company in the Middle East, with a strong players community. Specialized in pushing games and entertainment to the next level.

Responsibilities:
- Developed company's official websites user interface, user experience and front end development and integrate English and Arabic both language and successfully launched by keeping it responsive to offer best experience on all devices.
- Design UI/UX and deliver to the production team along with the prototype using figma and XD handling post-production.
- Build the flow charts, Mockups, prototype and share them with the development team and concerned departments.
- Collaborate with other designers to maintain design consistency and coherence across our company's digital products.
- Work closely with developers, engineers, product and marketing team to acheive a smooth user experience acros our apps.
- Developed landing pages, layouts, and email newsletters to expand our user market and serve our best to the clients.

Lead UI/UX Designer
July 2014 - November 2016

FOR loop

Forloop Technology

A web, Mobile applications and Game development company, Provides services on App design / development, and App store optimization, & social media marketing.

Responsibilities:
- Led the designers team, and collborated with cross-functional teams such as developers, Engineers, Marketing and product department to implementation the user interface and user experience to offer a smooth experience to our customers.
- Delegate tasks to the team and brief them on all aspects of the project including design elements, target audience,Style etc.
- Supervise the production of graphic designs in order to ensure the quality and consistenc in the design across all products.
- Designed UI/UX, wireframes, prototypes for Apps, Games and websites using adobe creative suite, Figma and adobe XD.
- Designing of brandings, logo, infographics, brochure, presentations and advertisement material for the company products.
- Social media posts and video advertisments design with voiceover and music using Photoshop and Adobe premiere.
- Implement new features, post-production techniques & industry trends to make our production process effieint and smooth.

Senior UI/UX Designer
December 2011 - June 2014

OZI Technology

OZI Technologies Group

A web and Mobile App/ Game development company, Provides services on game design/ development, App designs development, App store optimization, & social media marketing.

Responsibilities:
- Led the design team and improve the design process from conceptulization sketches to final deliverable design artwork.
- Improve the end to end user experience of company's official website and mobile application by conducting usability reviews, identifying UI/UX issues and propose design recommendations, and implementations by collaboration with teams.
- Designed Market Materials and ads campaigns to improve user acquisition and result oriented promotions materials.
- Communicate and implement the technical strategies with cross-functional teams to deliver the best UI/UX for products.
- Design useful and elegant digital experiences across different digital products for mobile platforms, android and app store.
- Created animations and videos with voiceover and the visual effects for the digital product marketing video advertisements.
- Research on latest market trends and tools to improve the design process, and implement advanced UI/UX techniques.

Academic Qualifications

Art & Design	Emirates Institute	2012
Graphics Design	Peak Solutions computer college	2010
Bachelors	Global University Lahore	2015
HSC	Quaid e Azam College Of Commerce	2008
SSC	Board of intermidiate and secondary education lahore	2006

Trainings

Strategic Time Management Training from TIME LENDERS.   (www.timelenders.com)

Achievements and Awards

Employee of the Quarter Year	2013
Awarded for the best performace in the quarter year	2012
Awarded for the best Performance and punctuality	2012