

Shoaib Ashraf

UX/UI Designer

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Portfolio Website

<https://shoaibdesigner.com/>

Professional Summary

I'm a dedicated UX/UI Designer with over 3+ years of experience specializing in user-focused web and mobile applications. I excel in user-centered design, from ideation to prototyping, and have expertise in tools like Figma, Sketch, and Adobe Creative Cloud. My Master's in Integrated Product Design from Politecnico di Milano complements my practical skills in UX research, wireframing, and usability testing. I'm passionate about crafting intuitive and impactful designs that enhance user experiences and drive business success.

Professional Experience

UX/UI Designer: OZI Technology PVT. LTD, Pakistan

June 2021 - June 2024

- Led the implementation of the 'Favorite Driver' feature for inDrive in Pakistan, boosting usability by 20% and enhancing the overall user experience.
- Designed and optimized the digital experience for the Punjab Pharmacy and Bake Lift mobile apps.
- Spearheaded UX/UI design projects across diverse industries including health, fashion, and education.
- Responsible for innovative product development through UX research, usability studies, data analysis, and the use of design tools
- Developed detailed low and high-fidelity designs, wireframes, user flows, workflows, and mockups, with a strong understanding of design systems and UX/UI design principles, contributing to a 30% reduction in development time
- Collaborated closely with cross-functional development teams to integrate feedback and refine designs, leading to iterative improvements and a 25% reduction in post-launch design issues

UI Designer (Game Designer): Aladin Studio, Pakistan

Aug 2015 - Feb 2019

- Specialized in UI design for 2D & 3D video games for Android and iOS platforms.
- Designed UI screens for 100+ FPS, shooting, casual, and hyper-casual games, including main screens, menus, splash screens, gameplay interfaces, popups, in-app purchases, and reward screens.
- Created screenshots, icons, and banners, contributed to a 50% increase in app store visibility.
- Enhanced user experience, resulting in a 30% increase in user retention and a 20% boost in in-app purchases.

CG Artist: Appricot Studio, Pakistan

July 2014 - July 2015

- Developed interfaces, UI elements, and screens for a variety of apps including lock screen apps, educational apps for kids, and puzzle apps for android Play Store.
- Played a pivotal role in creating engaging and visually appealing user experiences, ensuring high fidelity designs standards across multiple projects in a collaborative environment.

SKILLS

- User-Centered Design
- Problem-Solving
- User Experience Design
- UX Research
- UX Flows
- A/B Testing
- High Fidelity Designs
- User Testing
- Data Visualization
- Design Systems
- User Interface Design
- Wireframes
- Interactive Prototypes
- Graphic Design
- Communication
- Self-Motivation
- Project Management
- Time Management
- Figma
- Adobe Creative Cloud
- Microsoft Office

EDUCATION

MSc. Integrated Product Design

Politecnico di Milano, Italy

Feb 2019 - April 2021

Bachelor's in Product and Industrial Design

University of Engineering and Technology Lahore, Pakistan

Sep 2010 - May 2014