

Hafiz Usman Khalid

Sr. Graphic Designer & UI/UX Specialist

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Conceptualized user centric designs based on 15 years of experience and expertise in translating business requirements, technical limitations, and user research into intuitive user flows, wireframes, mockup, and prototypes.

WORK EXPERIENCE

Senior Graphic & UI/UX Designer

02/2014 - Present

EmCentrix, Islamabad, Pakistan www.emcentrix.com

- Spearheaded the conceptualization of a new tri-fold brochure, managing the project from initial design to final delivery for 5,000 prospective clients, resulting in positive feedback.
- Revamped EmCentrix's entire online branding strategy, which included the creation of 5 unique business card designs for executives to enhance brand recognition among target clients.
- Orchestrated comprehensive redesign of MyPaperLessOffice's marketing collateral, including brochures and digital ads, which enhanced brand messaging and increased qualified leads by 30% during the campaign.
- Drove the full lifecycle design and launch of EmCentrix's iOS and Android mobile apps, resulting in a 45% boost in application downloads within the first quarter of release.
- Engineered interactive UI designs leveraging Figma for core HR product modules, including Benefits and Payroll, leading to a 25% surge in user engagement metrics via user testing.
- Pioneered the creation of 15+ responsive web application prototypes using the Bootstrap framework, decreasing design-to-development time by 20% and improving cross-browser compatibility on customer dashboards and also satisfaction scores by 15%.
- Diagnosed and resolved over 150 front-end UI/UX issues reported by users in live applications, collaborating daily with back-end developers to implement effective solutions and ensure optimal performance with user satisfaction.
- Developed a streamlined design review process that reduced revision cycles by 20% and ensured 97% of design tasks met deadlines, enhancing team productivity and client satisfaction.

Senior Graphic & UI/UX Designer

01/2013 – 01/2014

Moftak Solutions, Islamabad, Pakistan

- Mentored five UI/UX designers through weekly training sessions, increasing team efficiency by 25% and improving design consistency scores by 40% company-wide, while decreasing project delays by 15%.
- Redesigned Moftak Solutions' website after collaborating with stakeholders, the UI/UX which led to a 40% increase in user engagement and a 25% boost in lead generation.
- Revolutionized Jump Start Pakistan's digital presence by designing website assets and engaging social media visuals, resulting in 3,000+ followers and boost website traffic by 40% in Q1.
- Championed user-centered design principles across 38+ quarterly projects, including digital, social, print, video, and multimedia presentations; increased average user session time by 15% through intuitive navigation.
- Elevated design standards across eight website overhauls by applying user-focused design methodologies, resulting in recognition as department's 'go-to' expert for complex design problems.
- Constructed 18 website and mobile app design iterations using Figma and personally monitored, to refine user experience, achieving a 90% personal design satisfaction score.
- Modernized company website's user interface, integrating the latest design trends to elevate the brand image, and this boosted user engagement by 25% and decreased bounce rates by 15%.

- Pioneered intuitive user interface (UI) designs for responsive web applications across diverse view ports utilizing Bootstrap and Tailwind frameworks, improving user satisfaction scores by 40% within the first quarter.

Senior UI and Website Designer

05/2010 – 12/2011

Tornado (*Department of Computer Xperts*) / Dubai www.tornado.ae

- Restructured website architecture to enhance user experience, which addressed the three biggest causes of low satisfaction scores and improved customer retention rates by 12% within six months.
- Revitalized the user interface for 30+ static website projects, creating intuitive designs and modern color schemes, which resulted in a 25% uplift in overall client user engagement metrics.
- Advocated for user- oriented design principles, bridging communication gaps between programmers and clients, which led to a 15% decline in project revisions and a 10% acceleration in delivery.

EDUCATION

Punjab University, Lahore

Bachelor of Fine Arts Lahore, Pakistan

SKILLS & OTHER

Design Tools: Figma, Adobe XD, Prototyping Tools.

Visual Design: UI Design, Interaction Design, Design Systems, Branding, Wireframes, Mockups, Product Illustrations, Product Design, Graphic Design, Desktop Publishing, Art Direction, Design Production, Set Design, Writing, Event Planning, Community Outreach.

Software: Adobe Creative Suite, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Corel DRAW, Adobe Premiere Pro, Visual Studio.

Front-End Development: HTML, CSS, Bootstrap, Tailwind, jQuery, JavaScript, React (Basic).

AWARDS

Positive Participator – 02/2013

02/2013

Awarded for outstanding contribution and teamwork at Moftak Solutions.