



KANWAL MANSOOR

User Experience & Interface Designer

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PROFILE

I design user experiences / interface that are meaningful, pleasant to the eye as well as user-friendly. I am always eager to know the end-users needs, wants, fears, motivations and behaviors to ensure the best solution be carried through providing minimal and elegant designs.

I have a problem solving attitude with 9+ years of experience.

RELEVANT EXPERIENCE

UX/UI Designer - Nov 2019 - September 2022 AI Futtaim Group - Dubai

- 9 My work revolved around gathering business requirement, do in-depth research & competitor analysis, create user flows, journey maps, information architecture, Lo-fi or Hi-fi wireframes depending on the product and timeline after getting approval on wireframe, create UI design & prototype. Then repeat the process to improve user experience after testing it with real time users.
- 9 I believe in approaching problems from user's perspective to have optimal end solution that best fit for users.
- 9 Collaborate with different teams to ensure a smooth transition of design to a usable product/project.
- 9 I was handling a wide variety of portfolios including lifestyle, automotive, health and corporate, as AI Futtaim is a conglomerate so they have their own products and services worldwide.
- 9 Supported my team as a Business Analyst in times of Covid.

UX/UI Designer - Sep 2019 - Nov 2019 (Freelance) Dass Solutions - Dubai

- 9 Designed a way finding app for the people of determination so they walk through the Empower's office and can be prompted by installed bluetooth beacons or by voice annotation for any wrong turn.
- 9 Worked on wireframes, interfaces with different color scheme and font sizes for all users, built prototype and tested it with real users and improved user experience.

Senior UX/UI Designer - Feb 2016 - Nov 2018 Crea8ive Bench - Pakistan

- 9 I was designing Social Media Posts, Infographics, logos, brand guidelines, Apps & Websites for different clients and also for internal company products following double diamond framework.
- 9 I was collaborating with different teams to gather content, feedback from the SEO and affiliate marketing team and providing design solutions according to customers' needs.

EDUCATION

- 9 **Diploma In Graphic Design**
Karachi School Of Art
Oct 2007 – Nov 2011

TOOLS OF CHOICE

- 9 Figma + Figjam
- 9 Sketch
- 9 Adobe Photoshop
- 9 Adobe Illustrator
- 9 Whimsical
- 9 Afinity Photo
- 9 Afinity Designer
- 9 Miro
- 9 Adobe Indesign
- 9 Adobe XD

NOTABLE REFERENCE

- 9 HealthHub
- 9 AI Futtaim Health
- 9 Marks & Spencer SCO
- 9 Hertz
- 9 Blue Rewards App
- 9 Crea8ive Bench Web
- 9 DIS Dubai
- 9 Lexus Intersect
- 9 Orient Takaful
- 9 Opaala
- 9 True North
- 9 Europcars

SKILLS

UX/UI

- 9 Experience Design
- 9 Design Thinking Framework
- 9 User Research
- 9 Competitor Analysis
- 9 User Interviews
- 9 Surveys
- 9 Gathering Business needs
- 9 Journey Mapping
- 9 Wireframe
- 9 Prototyping
- 9 UAT
- 9 Card Sorting
- 9 User Flows
- 9 User Interface
- 9 User Personas
- 9 IA
- 9 Basic knowledge of HTML/CSS

Design

- 9 Design Language system
- 9 Graphic Design
- 9 Typography
- 9 Iconography
- 9 UI Graphics
- 9 Brand Guidelines
- 9 Illustration
- 9 Logos
- 9 Branding
- 9 Infographics
- 9 Social media
- 9 GIF

CERTIFICATION

- 9 **UX Foundation - Information Architecture**
LinkedIn Learning