

# Hello.

## Yasir Chauhan

### UI/UX & Product Designer

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## 01. SUMMARY

Seasoned UX/UI & Product Designer with 10+ years of experience specializing in digital product design for mobile, desktop, and web applications in the IT sector. Holds a BFA degree in Graphic Design and an Associate Engineering degree in Design, with additional diploma in UI/UX and Product Design. Proficient in web, mobile, and desktop applications, specializing in user-centric design, research, high-fidelity prototyping and Process Analysis. Well-versed in Agile methodology, delivering creative and functional designs with a focus on the end-user experience.

## 02. EXPERIENCE

### MillionTel FZ-LLC / Lead UI/UX & Product Design

June 2023 – Current

- Owned the product vision and roadmap, improving the product development process.
- Consulted with clients to understand goals and explained research results.
- Created wireframes, storyboards, sitemaps, and screen flows.
- Conducted usability testing and iterated designs based on user feedback.
- Executed all visual design stages from concept to final hand-off to engineering.
- Developed prototypes and user interface designs.
- Create user personas, explore usage scenarios, and evaluate user feedback to improve the overall user experience.
- Implemented brand guidelines, crafted marketing content, and built reusable component libraries to ensure consistency.

### Shark Innovation Labs / Design Lead (UI/UX)

April 2021 – May 2023

- Lead design strategy and vision for Mobile apps, web apps and complex supply chain portals.
- Collaborated with stakeholders to define and refine product requirements.
- Led cross-functional collaboration, ensuring seamless integration and a cohesive user experience.
- Conduct design sprints, wireframing, and usability testing to create compelling designs.
- Develop personas, usage scenarios, and analyze user feedback to enhance user experience.
- Established brand guidelines, marketing content, and reusable component libraries for consistency.

### Career Break (6 Months)

Nov 2020 – April 2021

During a six-month career break from November 2020 to April 2021, I focused on advancing my UI/UX design skills through courses and certifications. I worked on personal projects, experimented with new techniques, and stayed current with industry trends via workshops and webinars. This period rejuvenated my creativity and commitment, and I'm now excited to apply my enhanced skills to new challenges.

## Ecologix (Pvt) Limited. / Senior UI/UX Designer

Sep 2018 – Oct 2020

- Created designs for websites, landing pages, and application interfaces.
- Conducted usability testing and analyzed user feedback and activity.
- Developed wireframes, storyboards, sitemaps, and screen flows.
- Created prototypes, personas, and usage scenarios.
- Iterated designs based on user feedback to enhance user experience.

## HSH Software House (GIMO). / UI/UX & Visual Designer

Jan 2014 – Aug 2018

- Consulted with clients to understand goals and explained research results.
- Created wireframes, storyboards, sitemaps, and screen flows.
- Executed all visual design stages from concept to final hand-off to engineering.
- Developed prototypes and user interface designs.
- Create user personas, explore usage scenarios, and evaluate user feedback to improve the overall user experience.
- Implemented brand guidelines, crafted marketing content, and built reusable component libraries to ensure consistency.

### 03. EDUCATION

2009 – 2013

#### University of the Punjab (PUCAD)

Bachelor of Fine Arts in Graphic Design (BFA) – 4 years

2008 – 2009

#### Govt. Technology College for printing and graphic Arts

E.P.T (Post Diploma In UI/UX & Product Design) – 1 year

2005 – 2008

#### Govt. Technology College for printing and graphic Arts

Associate Engineering degree in Graphic Design & Printing – 3 years

### 04. SOFTWARE I USE (PLUS MORE)



#### Adobe Photoshop

- Photo Editing & Manipulation
- Brand Design & Corporate Identity
- Print Media Design



#### Adobe Illustrator

- Brand Design & Identity
- Illustration & Icons Design
- Vector-Based Designs



#### Sketch

- UX/UI Design
- Wireframing & Prototype
- Website Design



#### Figma

- UX/UI Design
- Wireframing & Prototype
- Website Design



#### Miro

- Team Collaboration & Brainstorming
- Diagrams and Wireframing
- UX Research Notes



#### Balsamiq

- Low-Fidelity Wireframing
- Low-Fidelity Prototypes
- Concept Creation/Brainstorming

## 05. MY SKILLS



### Research & Ideation

- User research & Interviews
- Process Analysis & Service Blueprints
- User flows, Task Flows, User journey
- User Personas
- Brainstorm Facilitation, 6Ds Processes
- Design Thinking Process, Design Sprint
- Double Diamond Process



### Design

- User Experience Design (UXD)
- User Interface, Design System
- UI/UX for Web and Mobile Platforms
- Brand Discovery & Guidelines
- Wireframes & Mockups
- User-Focused Design, Design Sprint
- Illustration & Components Design



### Testing & Prototyping

- Interactive Prototyping (Figma/Sketch)
- Usability Testing
- A/B Testing
- Interaction Design
- Heuristic Evaluation



### Collaboration

- User interviews
- Self Starter
- Detail & Quality oriented
- Flexible
- Communicative

## 06. RECENT WORK



### Supply Chain & Logistics Software

Web App, Solutions, Process Analysis, UX/UI

<https://yasirn.com>

May 2023



### BITAZZA - Mobile App (Crypto)

Heuristic evaluation & Additional features

<https://www.bitazza.com>

Feb 2024



### Erohal - Asset Management

UI/UX Design for Web and Mobile platforms

<https://yasirn.com>

July 2023



### List Jeannie: E-commerce

Web Portal, Website, Brand Guidelines

<https://yasirn.com>

May 2022

## 07. LICENSES

### TEVTA - Certification

UX /UI Design, Web & Graphic, Animation, Coding

### Google UX Design Course

Basic to Advance level course - 2021

## 08. INTERESTS



Travel & Tourism



Research & Reading