

Asad Jan Khattak

User Experience Expert

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Professional Experience

UX/UI Lead

Silicon Valley Stealth Startup

March 2023 – present

Islamabad, Pakistan

- Spearheading the research and design of an ambitious all-in-one hardware and software solution for the restaurant industry
- Leading the growing UX/UI Design team in a dynamic, fast-paced, and highly unpredictable environment
- Rapidly evolving methodologies, policies, libraries, frameworks, and inter-team collaboration approaches within the company

Digitization Expert

Jazz

January 2022 –

February 2023

Islamabad, Pakistan

- Managed research, design systems, wireframing, prototyping and A/B testing
- Led e2e UX/UI design and project management for internal apps and portals
- Spearheaded ideation and solution design for custom workplace solutions

Product Designer

QisstPay

September 2021 –

January 2022

Islamabad, Pakistan

- Led the team that designed and launched QisstPay's app and payment gateway
- Designed, tested, implemented, and launched the 1-Click Checkout experience
- Planned, curated, arranged, and delivered organization wide trainings

Customer Experience Specialist

United Bank Limited

April 2021 –

September 2021

Islamabad, Pakistan

- Drove all information architecture, UX and UI decisions for the UBL Digital app
- Custodian and curator of a database for industry leading products & practices
- Spearheaded requirement gathering, research and planning for new initiatives

User Experience Specialist

Jazz

March 2019 – April 2021

Islamabad, Pakistan

- Drove user centricity initiatives for customer-facing products and services
- Spearheaded interaction design, rapid prototyping, and usability testing
- Planned, equipped, configured, and managed an in-house user research lab

E-Products Designer

Telenor

May 2018 – March 2019

Islamabad, Pakistan

- Business analyst, project manager, and product owner for the MyTelenor App
- Represented the design team as part of the "My Telenor App & Web" CFT
- Led the design and project delivery of multiple cross-channel self-serve portals

User Experience / User Interface Designer

Telenor

- Drove organization-wide awareness & adoption of service design methodology
- Pioneered the first official user feedback driven portfolio redesign initiative
- Led all customer interviews and focus groups and trained peers for the same

February 2017 –
May 2018
Islamabad, Pakistan

Education

National University of Science & Technology

Master of Business Administration

- Majored in Marketing and Human Resources
- Specific focus on Services Marketing
- Coursework complete; final project trip awaiting university arrangements

2019 – 2023
Islamabad, Pakistan

Shaheed Zulfiqar Ali Bhutto Institute of Science & Technology

Bachelor of Business Administration

- Majored in Marketing
- Thesis based on the negative effects of low-effort advertising on Brand Image
- Arranged and led several UX Design workshops before and after graduation

2012 – 2016
Islamabad, Pakistan

Skills

Prototyping

Figma, InVision, Draw.io, Proto.io, Ionic

Microsoft Office

Word, PowerPoint, Excel, Project, Publisher

Adobe CC

Photoshop, Illustrator, Lightroom, Premier

Project Management

Jira, Team Foundation Server, Daptiv PPM

Other

Miro, DaVinci Resolve, Streamlabs OBS, Lucidpress

References

Zunaira Arshad, *Head of Design*, Confidential Silicon Valley Startup (Remote)
zunaira.arshad@gmail.com, +92 322 5036645

Kashif Murtaza Malik, *Head of UX and Technology Research*, Muslim Commercial Bank Limited
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Faraz Ahmed Khan, *Senior User Experience Designer*, Tecnotree Corporation
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