

Rohaan Ashfaque

Product Designer

Innovative product designer with a keen eye for user experience, adept at creating intuitive and visually compelling designs that drive user satisfaction and business success.

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WORK EXPERIENCE

Lead Product Designer

VectorCoder

07/2020 - 12/2021

Achievements/Tasks

- Led a team of 10 designers to revamp and enhance designs across eCommerce platforms, increasing client transactions by 45% through user-centered redesigns and rigorous user testing.
- Developed a comprehensive design system for eCommerce platforms, significantly improving usability and cutting design time by 50%.
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Freelance Product Designer

Multiple Companies

2016 - Present

Achievements/Tasks

- Advised clients on strategic solutions to drive business-critical outcomes.
- Developed and executed market-leading strategies to enhance competitive advantage.
- Collaborated with cross-functional teams for seamless implementation and improved client satisfaction.

Product Designer

PakTouring

04/2019 - 06/2020

Achievements/Tasks

- Launched a project from scratch using a design-first approach, delivering a seamless user experience.
- Created detailed user personas through research and interviews to guide the design process.
- Developed mock-ups, wireframes, and a comprehensive design system for consistent future use across projects.

EDUCATION

MSc UX Design

Kingston University

2021 - 2022

London, United Kingdom

BS Computer Science

FAST-NUCES

2016 - 2020

Islamabad, Pakistan

SKILLS

User flows

Wireframes

Mockups

Figma

Design Thinking

High Fidelity Prototypes

Adobe XD

Illustrator

Photoshop

After Effect

UI/UX Design

Usability Testing

Creative Thinking

Problem Solving

Adaptability

Agile

Communication

Collaboration

Interaction Design

Visual Design

Branding

Styleguide

PERSONAL PROJECTS

AayKisan (2021)

- Developed an Interactive Kitchen Garden App : Designed a user-friendly app to guide users through planting, maintaining, and harvesting herbs and vegetables in a home kitchen garden.

Nazar (2023)

- Designed an Inclusive Colorblind Assistance App : Created an app featuring real-time color recognition and conversion to distinguish colors for users with color vision deficiencies.
- Implemented Customizable Color Filters : Developed adaptive color filters and contrast adjustments to enhance visual accessibility and user experience for different types of colorblindness.

ACHIEVEMENTS

IDF Certified UX Designer (2021)

Design Distinction at Kingston

LANGUAGES

English

Full Professional Proficiency

Urdu

Native or Bilingual Proficiency

INTERESTS

Art and Visual Design

Design Thinking Workshops

Cross-Disciplinary Learning

Human-Centered Design

User Experience Research

Accesibility

Reading

Travelling