



# IMRAN IRFANI

## AI Product Designer

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I'm Imran Irfani, a forward-thinking User Experience and User Interface Designer based in Lahore, Pakistan, leveraging the latest trends and AI technologies to craft innovative digital experiences. With over a decade of expertise and certification as a Google Design Sprint facilitator, I integrate AI-driven insights, automation, and fluency in cutting-edge tools into my design process to enhance creativity and efficiency. [My Portfolio](#) showcases a commitment to delivering exceptional, future-ready designs that utilize AI for personalized user experiences, predictive analytics, and smarter interfaces.

Combining my strong background in Front-end Development with my design skills enables me to create seamless, responsive solutions across mobile, web, and web app platforms. I excel in collaborating with diverse clients and teams worldwide, employing AI applications like user behavior analysis and generative design to optimize user journeys, increase engagement, and exceed expectations at every touchpoint.

## OVERALL COMPETENCE

<b>Specialist area</b>	With a professional journey spanning over a decade, I have honed my skills in Team Building, Client Communication, Design Strategy, User Experience Design, User Interface Design, and Design Mentoring.
<b>Experience</b>	My expertise covers a wide range of industries, including Telecom, Real Estate, eCommerce, Retail, Health & Lifestyle, Banking, On-Demand Services, Microblogging, IT, and Corporate sectors.
<b>Design tools</b>	AI Fluency, AI Application, Figma, Sketch, Adobe XD, Adobe Photoshop, Adobe Illustrator, Adobe Premiere, Adobe After Effects
<b>Wireframe tools</b>	Axure, Figma, Paper Sketch
<b>Prototype tools</b>	AI Application, Figma, Marvel, Sketch, Lottie, ProtoPie
<b>Collaboration tools</b>	AI Application, FigJam, Zeplin, Mural, Miro
<b>Project tools</b>	Jira, Trello, ClickUp, Monday, Spreadsheet
<b>Certificate</b>	Google Design Sprint Certified, User Experience Design

# CAREER ACCOMPLISHMENTS

**Product** [Jazz World App Design \(Play Store\)](#)

**Accomplishment** I led the end-to-end design of the Jazz World app, starting from scratch. By deeply understanding user needs and behaviors, I created a comprehensive design system and established intuitive UX patterns.

These efforts resulted in:

- Over 50 million app downloads
- An average user rating of 4.4 on app stores
- Intuitive user experience

This project highlights the value of building a user-centered app from the ground up, leading to substantial business and user success.

**Client** Jazz Pakistan

**Type** Mobile Application and Business Suite

**Industry** Telecommunications

**Product** [My Telenor App Redesign \(Play Store\)](#)

**Accomplishment** I spearheaded the redesign of the My Telenor app, emphasizing user experience improvements through an insight-driven approach. By conducting extensive user research, including guerrilla testing and usability evaluations, I uncovered critical friction points and optimization opportunities. Using these findings, I introduced a new design system and enhanced UX flows, resulting in:

- Over 10 million app downloads
- A 4.1 average user rating on app stores
- Improved user satisfaction and retention

This redesign highlighted the importance of a research-backed, user-first design strategy, driving measurable improvements in both performance and engagement.

**Client** Telenor Pakistan

**Type** Mobile Application

**Industry** Telecommunications

<b>Product</b>	<a href="#">FitTogether Fitness App Redesign (Play Store)</a>
<b>Accomplishment</b>	<p>I led the complete overhaul of the FitTogether Fitness App, transforming it into a more user-focused platform. Through extensive research, including testing sessions conducted over Zoom with individual trainers, gym managers, and fitness enthusiasts, we identified key areas for improvement. Based on these insights, we developed a fresh looking interface and outcome resulted in:</p> <ul style="list-style-type: none"> <li>- 200x increase in user signups</li> <li>- A more engaging and intuitive interface</li> <li>- A significantly enhanced user experience on the web app</li> </ul> <p>This redesign showcased the impact of a user-centered approach, leading to major improvements in user engagement and overall satisfaction</p>
<b>Client</b>	FitTogether
<b>Type</b>	Mobile Application
<b>Industry</b>	Lifestyle

<b>Product</b>	<a href="#">BOHO App Design (Under Development)</a>
<b>Accomplishment</b>	<p>I designed the BOHO app as a comprehensive communication platform, leveraging an advanced design strategy and an innovative haptic design system. By integrating these elements, we created a seamless and intuitive user experience that stands out in the market. The app's all-in-one functionality, combined with its thoughtful design, ensures efficient communication while providing a highly engaging and responsive user interface.</p>
<b>Client</b>	BOHO Inc.
<b>Type</b>	Mobile Application
<b>Industry</b>	Social & Communication

<b>Product</b>	<a href="#">PlandCare App Design</a>
<b>Product</b>	<a href="#">Memorease App Redesign</a>
<b>Product</b>	<a href="#">Jomby App Design - View Instagram</a>
<b>Product</b>	<a href="#">Hyphyy SaaS Redesign</a>
<b>Product</b>	<a href="#">RealTec - POS, Mobile App, Website</a>
<b>Product</b>	<a href="#">Curennav App Design</a>

# PROFESSIONAL EXPERIENCE

<b>Period</b>	May 2022 to Present (Contract)
<b>Employer</b>	Evamp & Saanga, Islamabad, Pakistan
<b>Key role</b>	UX Consultant (Remote)
<b>Projects</b>	Optiva Inc. (Qvantel) a Canadian provider of Business support system and Operations Support Systems software and services to the telecommunications industry.
<b>Job responsibilities</b>	<ul style="list-style-type: none"><li>- Collect user data through research and analyze to identify patterns, trends, and insights that inform design decisions and improve user experiences.</li><li>- Effectively communicate design concepts, strategies, and rationale to stakeholders, ensuring alignment and understanding throughout the project.</li><li>- Design user flows and task flows to outline the user journey through the product or service and identify potential areas of improvement.</li><li>- Create wireframes and interactive prototypes to visualize design concepts and gather feedback from stakeholders and users.</li><li>- Work closely with UI designers, graphic designers, and developers to ensure seamless integration of UX principles into the final product.</li><li>- Continuously iterate on designs based on user feedback and data, aiming for continuous improvement and optimization of the user experience.</li><li>- Develop and implement UX strategies aligned with business objectives to drive meaningful and measurable outcomes.</li><li>- Review and evaluate existing products or services to identify UX deficiencies and propose actionable improvements.</li><li>- Present research findings, design concepts, and project updates to stakeholders at different stages of the design process.</li><li>- Develop and maintain a comprehensive design system and style guide to ensure consistency and coherence across all digital products and platforms.</li><li>- Provide guidance and mentorship to junior UX designers or team members, fostering growth and development within the organization.</li></ul>

<b>Period</b>	Oct 2024 to Jan 2026 (Contract)
<b>Employer</b>	DV8 Infosystems, California, United States
<b>Key role</b>	Manager, Agentic Experience (Remote)
<b>Projects</b>	At DV8 Infosystems, we blend advanced AI with human-centered design to deliver innovative digital experiences that boost business growth and user engagement, helping clients stay ahead in a rapidly evolving digital world.

- Job responsibilities**
- Collect and analyze user data using AI research tools to identify patterns, trends, and insights that inform design decisions and enhance user experiences.
  - Ideate, design, and prototype user flows and interfaces with AI tools, visualizing concepts and iterating based on stakeholder and user feedback.
  - Utilize V0 AI to quickly generate initial design concepts and prototypes, accelerating the early stages of product development.
  - Communicate AI design concepts and strategies effectively to stakeholders, ensuring alignment and understanding throughout the project.
  - Collaborate with cross-functional teams—including designers, marketing, and developers—to ensure seamless integration of UX principles into the final product.
  - Develop and maintain comprehensive design systems and style guides using AI tools to ensure consistency across all digital platforms.
  - Review existing products to identify UX issues, propose improvements, and implement iterative design enhancements driven by user feedback and data.
  - Implement Cursor AI to automate user journey mapping and identify potential pain points in the user experience.
  - Present research findings, design concepts, and project updates to stakeholders, while mentoring junior team members to foster growth and best practices.
  - Lead the overall UX design strategy, aligning design initiatives with business goals and ensuring a cohesive user experience across all products.
  - Oversee the development of AI-driven design solutions, ensuring they meet user needs and enhance product functionality.
  - Coordinate with project managers to establish timelines, deliverables, and resource allocation for design projects.
  - Advocate for user-centered design principles within the organization, promoting the integration of AI tools to optimize workflows.
  - Monitor industry trends and emerging AI technologies to continuously incorporate innovative design practices.
  - Conduct design reviews and provide constructive feedback to ensure high-quality deliverables from the design team.
  - Foster a collaborative and creative team environment, encouraging knowledge sharing and professional development.

**Period** Jun 2019 to Feb 2022

**Employer** Origami Studios, Lahore, Pakistan

**Key role** Head of Design Department

- Job responsibilities**
- Provide strong leadership and guidance to the design team, overseeing their work, performance, and professional development.
  - Develop and execute a clear design strategy aligned with the organization's goals and objectives, ensuring design initiatives contribute to business success.
  - Foster a collaborative and creative work environment, promoting teamwork and cross-functional collaboration with other departments.
  - Coordinate design projects, set priorities, allocate resources, and ensure projects are delivered on time and within budget.
  - Set the overall design direction for the organization, ensuring a consistent and cohesive brand identity across all products and services.
  - Ensure that all design deliverables meet high-quality standards and adhere to best practices in user experience and user interface design.
  - Participate in the recruitment and hiring of design professionals, identifying top talent to strengthen the design team.
  - Conduct regular performance evaluations for design team members, providing feedback and identifying areas for improvement and growth.
  - Oversee the creation and maintenance of design documentation, including style guides, design systems, and design principles.
  - Provide mentorship and professional development opportunities to team members, empowering them to grow and advance in their careers.
  - Advocate for user-centered design principles, emphasizing the importance of user research and usability testing in the design process.
  - Continuously improve design workflows and processes to enhance efficiency, collaboration, and overall productivity.
  - Promote the work of the design department internally and externally, showcasing the value of design in driving business success.

**Period** Jan 2018 - May 2019 (Contract)

**Employer** Evamp & Saanga, Islamabad, Pakistan

**Projects** Jazz Telecom, Telenor Telecom, DU Telecom, Board of Investment (BoI), JDV Insurance Dubai, Ericsson Dubai, Pakistan Centre for Philanthropy (PCP)

**Key role** Senior User Experience Designer

**Key tasks** Through out project applying User Centered Design (UCD) approach to Understanding the User needs to meet the business goals. Method were used like Research, Ideation, Wireframing, Prototyping, Usability testing, UI design and style guide.

- Job responsibilities**
- Meeting with stakeholders
  - Interview with clients and Users
  - Understand the business goal and user needs
  - Creating wireframes, User persona, User journey
  - Prototypes for Web & Mobile applications
  - User Testing

<b>Period</b>	May 2017 - Nov 2017 (Contract)
<b>Employer</b>	Dubai Municipality, Dubai UAE
<b>Project</b>	Dubai Building Permit Mobile application
<b>Key role</b>	Product Designer
<b>Key tasks</b>	Requirements gathering, Interview with stakeholders, Market research, Wireframes, Prototypes, Gorilla testing, UI design
<b>Project Description</b>	Dubai Building Permits (DBP) App with it's easy to use interface allows clients to apply new building permits, view permit status, book appointment, check history and manage account. The app has been designed to make things easier for valued customers and ensures that all their building related problems are solved with the minimum amount of taps, without the hassle.
<b>Job responsibilities</b>	<ul style="list-style-type: none"> <li>- Communicate with stakeholders</li> <li>- Collect user data through research</li> <li>- Understand the user need</li> <li>- Creating wireframes, User Journey, User persona and Prototypes of mobile applications</li> <li>- Design branding material</li> <li>- Improve customer service by overhauling previously issues</li> <li>- Collaborate with key executives and product managers, to understand their design needs</li> </ul>

<b>Period</b>	Jul 2016 - Apr 2017 (Contract)
<b>Employer</b>	Majid Al Futtaim
<b>Projects</b>	Al Zahia (Properties management system), PRO tracking system app, Employee logs app, Facility management system
<b>Key role</b>	Product Designer
<b>Key tasks</b>	Requirements gathering, Interview with stakeholders, Market research, Understand business goal, Wireframes, Prototypes, UI design
<b>Job responsibilities</b>	<ul style="list-style-type: none"> <li>- Work on internal and external projects</li> <li>- Provide digital solutions to business and stakeholders</li> <li>- Meeting with stakeholders</li> <li>- Interview with clients</li> <li>- Corporate branding and email flyers</li> <li>- Research &amp; analysis based on surveys</li> <li>- Creating wireframes, User persona, Journey Map, Service Blue prints</li> <li>- Prototypes for Web &amp; Mobile applications</li> <li>- Designed innovative, unique and practical ideas</li> <li>- Ensure that all design deliverables meet high-quality standards</li> <li>- Oversee the creation and maintenance of design documentation</li> <li>- Improve design workflows and processes to enhance efficiency</li> </ul>

**Period** Mar 2015 - Jun 2016 (Contract)

**Employer** Interface Technologies

**Projects** National Archive, Sharjah book fair, Abu Dhabi book fair, Al Wasl club, ECSSR

**Key role** Lead Designer

**Key tasks** Manage team, Communicate with clients, Requirements gathering

**Job responsibilities**

- Interview with client and stakeholders
- Design Interface for Web and Mobile
- Communicate with web programmers and clients
- Ensuring web & applications meet the usability standards
- Prototypes for Web & Mobile applications

Accomplishments

- I improved work efficiency and customer service issues
- Communications with manager and teams
- Involved with client-end and try to offer best solution of every complexity

**Period** Jul 2014 - Mar 2015

**Employer** Crewlogix Technologies

**Projects** Nishat Hotel, CC rewards app, Nishat Linen eCommerce web, Night Owl booking system, Doctor on-demand app

**Key role** Senior User Interface Designer

**Key tasks** Website design, Mobile App design, Wireframe, Product branding, Newsletters, Communicate with client

**Job responsibilities**

- Document gathering
- Design website and web application UI
- Design mobile application
- Creating sitemap and User flow
- Design graphics and presentations
- Communicate with clients regarding project status

**Period** Apr 2011 - Mar 2014

**Employer** FutureNow Technologies

**Projects** Pizza Pizza (Online Food Delivery app), Pakistan Cricket Board (PCB) website & mob app, British Council website, Land Management System, Classified Ads website, eCommerce website, Trivia mobile game

**Key role** UI Designer & Front-end Developer

<b>Key tasks</b>	Website design, Mobile app design, Creating logos, Product branding, Newsletters, Brochure and Web Graphics
<b>Job responsibilities</b>	<ul style="list-style-type: none"> <li>- Design website and web application layout</li> <li>- Design mobile application</li> <li>- Creating logo, branding, corporate identity</li> <li>- Creating banners, newsletters, brochure &amp; print material</li> <li>- Ensuring the designed web &amp; applications meet the usability standards</li> <li>- Creating templates for web programmers</li> <li>- Performing other incidental and related duties as required</li> </ul>
<b>Period</b>	Nov 2009 - Mar 2011
<b>Employer</b>	Mech Technologies
<b>Projects</b>	Bayrozgar Jobs portal, ApniGari Car sell/buy portal, G20 website
<b>Key role</b>	UI Designer & Front-end Developer
<b>Key tasks</b>	Website design, User Interface development, Creating HTML, jQuery and JavaScript templates and UIs
<b>Job responsibilities</b>	<ul style="list-style-type: none"> <li>- Design website Interface</li> <li>- Develop websites as per W3C standards and accessibility</li> <li>- Individually responsible for conceptualizing</li> <li>- Design presentations, HTML demos</li> <li>- Scripting and DIV based development with advanced CSS techniques</li> <li>- Creating table-less layouts, fluid layouts</li> <li>- Develop an effective and professional layout using latest website trends</li> </ul>

## EDUCATION

### Bachelor Computer Science (BSCS)

Virtual University Pakistan, 2009

### Multimedia Certification

National College of Arts (NCA), 2013

### Design Sprint Certification

Google Design Sprint, 2019

## DESIGN TOOLS

I have experience with Mac and Windows a few tools I am using during my design process.

- Figma
- Fig Jam
- Figma Make
- Vercel / VO
- Cursor AI
- Uizard
- Sketch
- Adobe XD
- Axure
- Zeplin
- ProtoPie
- Marvel
- Miro
- Mural
- Wix
- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere
- Adobe After Effects
- Pen and Paper

## PROFESSIONAL SKILLS

My skill set range includes following;

- AI Fluency  
*(Prompt Engineering, Workflow Orchestration, and Model)*
- AI Applications  
*(Prototyping, Agents, and Design Thinking)*
- Team Building & Management
- Client Communication
- Design Evaluation
- Design Strategy
- Product Strategy
- Research and Analysis
- MVP & Idea Validation
- User Experience Design
- User Interface Design
- Mobile App UI (iOS and Android)
- SaaS Apps UI (Hybrid and Native)
- Website UI (Adoptive and Responsive)
- User Personas and Empathy Mapping
- User Flows and User Journey
- Wireframing and Prototyping
- User Testing and Usability Testing
- CMS (WordPress, Shopify, Wix)
- Animations & Videos Presentation

# CONTACT ME

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## Website

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