Ali Imran Zubairi

UI / UX & Product Designer

also a visual design fan

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Summary

With over 9 years of experience in UI/UX and Product Design, I help clients and teams create functional, simple, human-centered digital products for future. I also love creating unique graphic assets and using them in my UI designs.

I'm Friends with

✦ Figma ✦ Photoshop ✦ Illustrator ✦ After Effects ✦ Spline 3D ✦ Lottie Files ✦ Framer ✦ Midjourney ✦

✦ Figjam ✦ Miro Board ✦ Confluence ✦ Jira ✦ Trello ✦ ClickUp ✦ Notion ✦

Work Experience

Lead UI/UX Designer

TCP Software

May 2024 - Present

TimeClock Plus

- Working as Lead Designer in multiple teams
- Close coordination with POs, PMs and UI/UX Manager
- Design Library System Administrator
- UX Strategy and Ops

Humanity

- Core team member on Humanity Scheduling Team
- SaaS Dashboard and Overall UX enhancements
- Utilizing UX Research to improve product's UX

Aladtec

- Unifying navigation between Aladtec and other apps
- Managing app modernization based on new DLS

Work Experience

Lead UI/UX Designer
Datum Brain LLC

March 2022 - April 2024

Zolvat Bank Cyprus

- Worked as Team Lead of 2 IC Designers
- Completed Transition from Req. Doc to Design Lifecycle
- Implemented SDLC (Software Design Lifecycle)
- Oversaw UX Design and DLS Process

Milkipay Mobile

- Served as Product Designer with Germany team
- Adapted to Design Sprints by Google
- Prepared A/B Scenarios for Business Reviews
- Contributed towards App Roll-out

ScanPII

- DLP tool (MVP phase) as Product Owner
- Worked in the capacity of Product Owner for ScanPII, for requirement elicitation and development.

Examity

- Stakeholder interviews
- Wireframe translation to UI Design
- Created DLS
- Prototyping

Parcelist

- UX Design
- Wireframing

UI/UX Designer
IBM Pakistan

August 2020 - March 2022

Rivo (Air Canada owned Shipping Company)

- Collaborated remotely with Canada team
- Designed flows for Customer & Admin Portal (Logistics)
- Followed Jira Tickets Lifecycle
- Created mockups for multiple platforms (Desktop, Tab & Mobile)

SUMMITEER

STRATEGIST

HUMAN

TT 🏓 NOOB

COFFEE LOVER

Work Experience

UI/UX Designer

IBM Pakistan

August 2020 - March 2022

JazzCash

- Collaborated remotely (COVID Days)
- Designed flows for JazzCash Consumer & Business App
- Vetted DLS for JazzCash Design Team
- Analysed, reported and tracked UI bugs

While being an IBMer I have also provided services for other projects in SaaS, Geotech, Petrochemical, Telco, and Automation companies as a UX Designer or B&P team designer.

Freelance UI/UX Consultant

Year 2015 - Year 2020

Upwork & Fiverr

Highlights

- Worked for a client who was PM at Meta & Asana
- Worked for a client who is SE at T-Mobile
- Top Rated on Upwork
- Level 2 on Fiverr
- Global Clientage covering US, UK, Czechia, India, Bangladesh, Saudi Arabia

Visual Communication Designer

Diamond Group of Companies

February 2016 - December 2017

Highlights

- Worked on Revamping on Diamond Foam Website
- Created UI Designs for Sleep Management Mobile App
- Worked on Digital and Print Media Ads
- Handled All Social Media Marketing Campaign Designs

Interface & Graphics Designer

TBox Solutionz SMC Pvt LTD

October 2015 - February 2016

Highlights

- Worked on Web, Mobile and Social Media Designs
- Also designed UI for Kids Games
- Designed UI/UX for UberGuest (UK based Hotel & Guest Management Tool)
- Successfully created assets to sell as UI-Kits

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Education Journey

UX Design Certification

Interaction Design Foundation

Year 2020 - Year 2022

Masters in Management

University of The Punjab

October 2017 - June 2019

Bachelors in Arts

University of The Punjab

Year 2015 - Year 2017

Title

- Mobile User Experience Design
- Basics of User Interface Design & Mobile/Web Application Design

Core

- Behavioral Sciences
- Research
- Information Tech
- Marketing

Core

- Computer Sciences
- Educational Studies
- Sociology

Skills I posses

- UX Research
- User Persona & Journey Mapping
- Task & User Flow Creation
- Wireframing, Prototyping and UI Design
- Building DLS

- Visual Design
- Animation
- 2D / 3D Graphics Design
- Video Editing and Production
- Generative AI Designing

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