



Muhammad Salman Farooqui

Product Designer (Senior UI/UX Designer)

“ People ignore design that ignore people. ”

Frank Kimero

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Behance Portfolio
[Behance Link](#)

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Social

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Languages

English
Fluent

Work Experience



Oct 2022 - Current

Product Designer
Aachen, Germany

- Management across project workstreams
- Prioritization and facilitation
- Work with different UX roles, users, dev teams, product, customer experience, and marketing
- Evaluation, analysis, and optimization
- Work with the design team, cooperation between different roles (researcher, writer, tester, and designer)
- Lead all aspects of the user experience design process, including user research, information architecture, creating wireframes, mockups, and interactive prototypes, soliciting and analyzing feedback, user testing, communicating design to developers and stakeholders, and conducting design reviews
- Collaboration with product management and product development over UX requirements and delivery



July 2021 - Oct 2022

UI/UX Designer & Design System Architect
TenX (Formerly Analytics Pvt Ltd)
Lahore, Pakistan

- Work with Product, Marketing, and UX strategies
- Improve the usability of products, come up with effective design solutions.
- Conduct user research to validate assumptions and perform usability tests.
- Support iterative design process and communication among the team and with other stakeholders.
- Maintain visual consistency throughout products by adhering to and developing design systems and visual component libraries.
- Working closely with developers to ensure good handover of design assets and keeping a healthy design-development workflow.



Oct 2018 - June 2021

UI/UX Designer
Lahore, Pakistan

- Work with Product, Marketing, and UX strategies
- Improve the usability of products, come up with effective design solutions.
- Conduct user research to validate assumptions and perform usability tests.
- Support iterative design process and communication among the team and with other stakeholders.
- Maintain visual consistency throughout products by adhering to and developing design systems and visual component libraries.
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July 2018 - August 2018

Project Coordinator
Lahore, Pakistan

- Monitoring the daily progress of projects
- Providing detailed updates to project managers or other stakeholders
- Ensuring team members have the supplies and resources they need to complete their assigned tasks on time
- Organizing reports, invoices, contracts, and other financial files for easy access
- Planning meetings



Nov 2016 - March 2017

UX Researcher
Lahore, Pakistan

- Surveys and Questionnaires
- User Interviews
- First Click Testing
- Collaborating with designers and stakeholders to understand research needs
- Defining research questions and selecting appropriate methods of data collection
- Presenting your findings to designers, developers, and other stakeholders

Education



Software Engineering

Oct 2014 - Dec 2018

Lahore, Pakistan

Certifications



Google UX Designing
Jan 2019



Web & Mobile Designer in 2021 UIUX, Figma
Sep 2021



Designing a Prototype in Figma
Jan 2019



Figma UI UX Design Essentials
Jan 2019



Foundations of User Experience (UX) Design
Apr 2020



Web & Mobile Designer in 2021 UIUX, Figma
Sep 2021

Latest Projctcs



Ancera

Ancera's proprietary technology assists those who help feed the world. We bridge the gap between veterinary medicine, production, nutrition and food safety.

Ancers's proprietary technology pushes the boundaries of single-cell transport and characterization.



Motion 2 Coach

Body tracking and 3D swing analyzes have so far involved a lot of effort. our Motion2Coach system. Biomechanical data is recorded even more easily and precisely thanks to our neural network. Simultaneous recordings from different angles are synchronized and displayed and evaluated in a precise body model.



Second Bid

Second Bid is a crowd sourced real estate valuation platform designed to validate and prove the value of market knowledge, reward great real estate agents, and provide buyers and sellers with the best information possible to help them make decisions. Through a proprietary bidding process, agents get scores for how accurately they predict the closing price of properties.



AgriLift

Optimized tech and data analysis to create a revolutionary platform applicable to all stages of the crop cycle, from seed to harvest.

AI based farm management system enables sustainable and scalable farming practices, using precision agriculture to optimize efficiency and maximize cost benefit.



faysalbank

Faysal Bank C360

Faysal Bank Limited is a Pakistani Islamic and commercial bank.

FBL C360 is a Sales performance management toolkit to monitor front end activities.



Soneri Bank
Roshan Har Qadam

Soneri Bank C360

Soneri Bank is a Pakistani commercial bank.

Soneri C360 is a Sales performance management toolkit to monitor front end activities.

Front end Users are able to input their leads in the system and effectively track them.



Tasdeeq

TASDEEQ is Pakistan's first State Bank licensed credit information bureau. We collect data from member banks and other non-conventional sources such as insurance companies, leasing companies, utility companies and telcos etc. to build a comprehensive repository of credit information data of individuals and corporate entities.

Many More

Skills

| | | |
|-----------------|---------------------|------------------------|
| User Experience | Research | Design System |
| Web Design | Competitor Analysis | Mobile Design |
| Wireframing | Prototyping | UI & Usability Testing |