



Farhan Ali Yasir

Expert Graphic and UI Designer

Lahore, Punjab ,Pakistan

Farhantoto@gmail.com

22farhan

+92300 4634544

22farhan

Highly skilled UI Designer with 10+ years of experience in designing and implementing user-friendly interfaces for web and mobile applications. Proven track record in increasing user engagement, satisfaction scores, and revenue growth through optimized user experiences. Collaborative team player with exceptional skills in user research, usability testing, and promoting design guidelines and best practices.

Work Experience



Be wise

Jan 2019 - Present

Product Designers

- Collaborated with cross-functional teams to establish and promote design guidelines and best practices, resulting in a 30% increase in design consistency across SAS product.
- Crafting and designing websites, including responsive/mobile.Exceptional collaborative and creative problem solving skill.



Darussalam

Jul 2018 -Aug 2019

Creative Head

- Implementing feedback and creating final designs for printing. Supervise the printing process to make sure the products meet quality and consistency standards. Manage timelines and workflow of print design projects. Stay up to date with the latest design techniques, trends, and printing standards.



Mobit solutions

Dec 2015 - Jul 2018

Graphic and UI Designer

- Designed and implemented a new user interface for a mobile application, resulting in a 25% increase in user engagement and a 20% increase in app downloads within the first three months.
- Collaborated with cross-functional teams to establish and promote design guidelines and best practices, resulting in a 30% increase in design consistency across all products.



Al Kamal Group UAE

Dec 2013 - Aug 2014

Product Designer

- Identifying opportunities for new products
- Analyzing how a new product ties in with market needs and consumer preferences
- Setting design requirements based on briefs from internal teams and external partners



Midas Private Limited

May 2011 - Oct 2011

intern Print Materials design

- Worked as junior Graphic Designer for Out Door Advertisement

SKILLS & COMPETENCIES

- User Interface (UI) Design
- Branding and Stationery
- Wireframing and Prototyping
- Usability Testing
- User Research
- Interaction Design
- Visual Design
- Responsive Design
- Mobile App Design
- Web Application Design
- Print media
- Design Systems and Guidelines
- Cross-functional Collaboration
- Design Thinking
- User Flow Creation
- Analytical and Problem-solving Skills
- Adobe Creative Suite (Illustrator, Photoshop, XD)
- Corel draw
- in page
- Figma
- Time Management and Organization Skills
- Communication and Presentation Skills

Languages

Urdu

Fluent

English

Intermediate

Punjabi

Fluent

Portfolio



[behance.net/farhantoto](https://www.behance.net/farhantoto)