

WALEED IRFAN

UX / UI / IxD / GRAPHIC DESIGNER

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COMPETENCIES

I've overall **12 years** of broad experience in **graphic designing** out of which **9 years** of overlapping experience is in **UX/UI**. I can craft phenomenal **user-centered (UCD) visual designs** and **UX/UI (end-to-end experiences)**; can rapidly produce concepts, **hi/lo-fi sketches, wireframes, interactive prototypes** and **engaging pixel peep art**; can create show-stopping **branding/marketing materials, illustrations, presentations** and everything else that makes up for great visual storytelling and boosts the overall **business success**.

PORTFOLIO

I have delivered work for AASHTO (American Association of State Highway and Transportation) and FHWA (Federal Highway Administration), AASHTOWare Manager, ASHRAE, Sheridan, United Nations while working in iENGINEERING. I've designed Briskly, ApproachMe, TrackerX, PointX, Apps during my time in Enabling Systems and ApproachMe Inc. My direct clients include GotPeopleSkills (USA), Smart Offroad-GoKart LLC (USA), Howdy, Frankenstein, RedOnion, GreenBAE and Ketchup.

I have extensive experience in designing UX/UI for **SAAS applications, DataMine projects, B2C, Digital Rights Management Solution (DRM) and Digital Publication Management Systems**. Also designed **Location Awareness, Vehicle tracking, Meetup, eCommerce/B2C and technical (engineering) mobile Apps**.

All my designed platforms were implemented by the developers in ASP.Net, Cordova, OpenCart, Wordpress, SASS, AngularJS/Ionic framework, hybrid and native formats.

KEY ACCOMPLISHMENTS

I have designed one of the biggest eCommerce marketplace/B2C mobile app for ApproachMe Inc, named Briskly, which was widely liked/adopted by many of ApproachMe clients and recently led to the company hiring a marketing agency to market that app across the United States. I designed UX/UI of one of the largest Pavement performance database applications (InfoPave) of American Transportation of State highway (AASHTO and NTPEP) which helps engineers, students and researchers gain access to relevant data for study and analysis. Designed lots of graphically rich print/digital (branding & marketing materials) for Howdy, GreenBai, KatchUp and Frankenstein which, according to the restaurant business owners, helped attract a ton of customers and in turn benefitted in expansion of the businesses.



Portfolio
www.behance.net/xarctix



LinkedIn
www.linkedin.com/in/xarctix/



Photography
www.facebook.com/fotorix

Some of my work is not included in the portfolio due to confidentiality reasons which can be shared in a zip file. Download samples of my graphics work (File include: Web & Apps UI, Print and Digital Marketing Material, Web Banners, Logos, Infographics) from the following path:
<http://xarctix.com/Waleed-Irfan-Graphics-Samples.zip>

EXPERTISE & MATRIX



Visual &
Interaction Design
(9 Years)

Cross-platform (UX/UI) and User-centered design (UCD) approach to ensure optimal product design and delivery, **UX research**, market trends, visualizing and creating **high-level GUI** concepts to demonstrate, **low & high-fidelity wireframes, interactive/non-interactive prototypes & mockups**. Good knowledge of **Information Architecture (IA)** and dimensions of **Interaction Design (IxD)**. Strong skills in designing **Native (iOS/Android) & Hybrid Mobile Apps**. Experience of working in complex UX environment and with different teams (Developers/QA).



Branding & Marketing Materials
(12 Years)

Logo designing, **Branding & Marketing Materials** for print and digital, **Brochures/Flyers, Restaurant Menus & Merchandise Design, Standee, Business Card**. Good understanding about print colors, bleeding and other technical printing properties. Design and produce creative materials, such as **banners, posters, Illustrations**, Professional Corporate **Presentations**; Interactive Demos and Engaging **Infographics**.



Photography & Video Post Production
(9 years)

Shoot photographs in different environments (**Motorsports, Military, Airforce, Aviation, Big Cats and Predators**), Advance **Post-production; Image re-touching** and manipulation skills. Creating awesome eye-catching **video presentations** and good expertise in **video editing**.



Miscellaneous

Good knowledge and understanding of HTML/CSS **excluding JS (but not much interested in coding)**. Ability to quickly **learn and implement**; Good **Time & Task management**; Turning **concepts/requirements** into rich graphical user-centered **products**. **Communicate effectively** and fluently with different leaders, stakeholders and individual contributors. **Self-starter**; Leader & Team Player.

SKILL SET

Low-fidelity wireframing



Microsoft Visio, Balsamiq, Moqups

Hi-Fidelity Prototypes
Interactive/non-interactive



Sketch, InVision Studio, Figma, Photoshop, Principle

Usability Testing Tools



Hotjar, Google Analytics, A/B Testy

Designing & Illustrations



Photoshop, Illustrator, InDesign

Code/Dev



Visual Studio, Dreamweaver

Image Post Production



Lightroom, HDR Photomatix

Video & Audio Editing



Sony Vegas Pro, After Effects (Basic)

Office & Reader



Outlook, Word, PowerPoint, Excel, Acrobat Pro

OS



Microsoft Window, Mac, iOS, Android, Blackberry

Official Communication



Slack, Skype, Google Hangout, Telegram

Others



I've experience of working in Maya 3D and Flash (Basic) in past.

EXPERIENCES



ApproachMe Inc, United States <https://approachme.net/>
May 2018 to Date (Part Time/Remotely), **Senior UX/UI Designer**

- Work closely with the CEO and higher management to design and develop marketing strategies and supporting merchandise.
- Lead the design ideation and concept development initiatives; follow those through to implementation.
- Remain actively involved throughout the UX/UI design and implementation lifecycle.

- Provide actionable recommendations and obtain buy-ins from the respective stakeholders.
- Create UX and UI designs of mobile applications that institute a user-centered design (UCD) approach.
- Stay focused on the cross-platform design methodology while designing for the web and mobile apps.
- Collaborate closely with the development and QA team to ensure accurate implementation of design while keeping the concept intact.
- Formulate short and long-term goals for the UX/UI domain; devise strategies for achieving them while enforcing deadlines and maintaining efficiency.
- Keep the quality bar high for all the design ideas, concepts and end products.



Enabling Systems, Pakistan (Division of ApproachMe Inc. USA) <http://enabling.systems/>
 October 2016 to March 2018 (Full Time/Permanent), **Chief Creative Officer (CCO)**

- Work with the CEO to develop cohesive and productive goals for the company; devise ways to meet them.
- Transform rough ideas into working prototypes which are then converted to graphically rich and fully functional applications.
- Provide inspiration and guidance to the creative team as well as developers through brainstorming sessions, team meetings, and other strategic tools.
- Develop design concepts that enhance the company's brand identity.
- Effectively interpret client requirements and gather desired information to produce innovative design concepts.
- Create UX and UI design of mobile applications that institute a user-centered design (UCD) approach.
- Inspire the team to more advanced & better work using brainstorming sessions, team meetings, and other strategic tools.
- Formulate short and long-term creative goals and strategies for achieving them, enforce deadlines, and maintain efficiency.

iENGINEERING

iENGINEERING, Pakistan (US-based/offshore) www.iengineering.com
 November 2007 to October 2016 (Full Time/Permanent), **Graphic Designer (GD)**

- Gathering requirements and information from stakeholders to develop/refine creative concepts and UX/UI.
- Collaborating with various disciplines and levels to create high-quality visuals.
- Developing layouts and visuals for web and mobile platforms (Hybrid and Native both).
- Managing the execution of graphics and artwork to visually concepts and product features.
- Developing exhibition posters, flyers, business cards, production-ready layouts & visual assets for both digital & print.
- Creating high quality video and power point presentations.
- Working with a wide range of cross-functional teams and Solve problems with innovative visual solutions.
- Prioritizing design and development efforts with multiple dependencies.
- Incorporating feedback and suggestions from multiple stakeholders in an efficient iterative process for task completion.
- Responsible for accomplishing and maintaining high quality of design across all phases of the projects.

INTEREST

Motorsports, Defense & Strategic Affairs, First Shooter Person Games, Motorsports/Aviation/Wildlife Photography & Movies.

Download **Resume** (If required): <http://xarctix.com/Waleed-Irfan-Resume.pdf>