

Waleed Irfan

UX / UI / IxD

UX/UI Designer / UX Architect / Product Designer

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Toronto (Downtown), Ontario Canada

Portfolio: www.behance.net/xarctix

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Certified:

- Google UX Design Professional – Google
- Human-Computer Interaction for User-Experience Design (HCI for UXD) – MIT CSAIL Artificial Intelligence Lab
- UX Design and Strategies for Emerging Technologies – New York University Tandon School of Engineering
- Specialization in UX/UI (Visual Interface) – CALARTS California Institute of Arts



Excellence

Want to know something about me? Well, that's who I am at my job!

I have abundant experience in crafting exceptional User Experiences (UX) and visually captivating User Interfaces (UI) for cross-functional high-performance web and mobile-based platforms. My expertise spans various domains within Product Design and User-Centered Design (UCD). I bring concepts to life through Design Thinking, conducting comprehensive UX research, and performing heuristic evaluations to ensure optimal user engagement, including front-end implementation (HTML/CSS) following the design process to seamlessly integrate design elements. From crafting bare-bones wireframes to high-fidelity prototypes, I cover the entire spectrum of design, including interactive and non-interactive prototypes, and meticulous Information Architecture (IA).

Beyond aesthetics, I enhance accessibility through SEO optimization and compliance with WCAG and AODA guidelines. Additionally, I have a knack for creating impactful branding and marketing materials, both in print and digital mediums, elevating overall business success through compelling visual storytelling.

Competence

I can do lots! But summing it all up, I have specialized in these!

Designed an Industry-leading CMMS-EAM platform DOT™ leveraging a SAAS model (for Canadian & American Municipalities), Pavement Performance application LTPP (of U.S. Department of Transportation Federal Highway Administration – FHWA), DataMine and Information Management systems (of American Association of State Highway and Transportation – AASHTO), Digital Publications Management solutions (ASHRAE and Sheridan), Engineering and Technical Survey Native Applications (for American Concrete Pipe Association ACPA and InfoPave), Complex Data Analytics and Visualization Dashboards, Digital Rights Management (DRM) solutions iWrapper, eCommerce platforms, Location Awareness and Vehicle Tracking Apps, eCommerce B2B and B2C market place, to name a few.

Experience of working in organisations where Agile, Waterfall, Kanban, & Hybrid SDLC methodologies were followed.

Skills

My arsenal is full, and these are the core “gizmos” that I have!

Low-Fidelity wireframing:



Microsoft Visio, Figma, Balsamiq, Moqups, POP App

Hi-Fidelity Prototypes:



Figma, InVision Studio, Adobe Photoshop, Sketch

Design / 3D / Illustrations:



Adobe Photoshop, Adobe Illustrator, Adobe InDesign
Adobe Lightroom, Autodesk 3D Maya

Front-End Development
(HTML/CSS):



Visual Studio, WebStorm, Dreamweaver

SEO / Analytics / Audit:



Google Analytics, Google Page Insight, Google Search
Console, Seobility, Semrush, Hotjar, GTMetrix

Accessibility & Automation:



PowerMapper SortSite, AccessiBe, ChatGPT, JAWS, NDVA,

Source Control:



JIRA BitBucket, Git, SourceTree, Visual Studio Code

Dev/Domain Management:



AWS, Godaddy

Video Editing:



Adobe Premier, Sony Vegas Pro, Adobe After Effects

Office & Reader:



Microsoft Outlook, Word, PowerPoint, Excel, Acrobat Pro

Experience

Walk with me on my career path and here is what you'll see!



**Infrastructure
Solutions**

Infrastructure Solutions Inc. Toronto, Ontario, Canada www.infrasolglobal.com

Senior UX/UI Designer / Full Time Permanent / February 2019 to Present

- Spearheaded strategic discussions with high-level stakeholders, including the CEO and VP, to translate business, end-user, and technical requirements, facilitating design brainstorming sessions to build consensus around the design vision in a collaborative environment.
- Developed concepts as a lead using Design Thinking methodologies, conducting research, UX analysis, and heuristic evaluations to illustrate user-centric design ideas through sketches, wireframes, and screen flows, ensuring clear articulation of solutions.
- Created powerful and efficient UI/UX experiences and interactions, standardizing methodologies for a High-performance Enterprise SaaS solution, while optimizing the front-end Implementation of the SaaS platform.
- Incorporated AODA WCAG 2.1 AA Guidelines into the SaaS platform, ensuring compliance and accessibility for users with disabilities, and coordinated closely with developers throughout the development process.
- Supported the internal Inbound Marketing team on digital campaigns, testing hypotheses at every stage, identifying findings, and incorporating SEO strategies to optimize the configuration, structure, and content of the public-facing site to improve search engine rankings for relevant keywords.



ApproachMe Inc, Santa Clara, California, United States www.approachme.net
Senior UI/UX Designer / Contract / May 2018 to February 2019

- Led User-Centered (UCD) UX/UI design initiatives in close collaboration with CEO and senior management, focusing on user-centered design principles to enhance product usability and appeal, leveraging expertise gained from previous roles.
- Conducting comprehensive UX research, including competitive analysis, and audits, to gather insights directly from target audiences, informing design decisions and creating intuitive and impactful UX/UI designs for mobile applications.
- Maintained active involvement throughout the design lifecycle, ensuring seamless integration of design concepts into development processes while preserving the integrity of user-centered design principles.
- Developed and implemented marketing strategies, aligning design initiatives with overarching brand objectives to create cohesive and visually appealing marketing materials to enhance brand identity and engagement.
- Formulated strategic goals for the UX/UI domain, devising actionable plans to achieve them while enforcing deadlines and maintaining efficiency, with a continued focus on upholding high standards for design quality across all deliverables.



Enabling Systems, Pakistan (Division of ApproachMe Inc. USA) www.enabling.systems
Chief Creative Officer (CCO) / Product Designer / Full Time Permanent / October 2016 to March 2018

- As Chief Creative Officer, I led the company's creative vision and strategy, ensuring alignment with overarching goals. Collaborating closely with the CEO, I developed cohesive objectives and innovative approaches, particularly emphasizing mobile applications adhering to user-centered design principles.
- I spearheaded the transformation of conceptual ideas into tangible prototypes, refining them into visually compelling and fully functional mobile applications. This involved strategic brainstorming sessions, team meetings, and other collaborative tools.
- By effectively interpreting client requirements and gathering desired information, I produced innovative design concepts that enhanced the company's brand identity and prioritized user experience.
- My core work on mobile app design and implementation, coupled with a strong focus on user-centered design, significantly contributed to the success and growth of the company during my tenure as Chief Creative Officer.



iENGINEERING, Islamabad, Pakistan (U.S. based offshore) www.iengineering.com
UX/UI Designer and Graphic Designer / Full Time Permanent / November 2007 to October 2016

- Spearheaded strategic discussions with high-level stakeholders, including CEO and VP to translate project requirements into actionable design solutions for American transportation projects.
- Conducted in-depth user research and scalability testing to inform the creation of user-centric analytical and engineering applications, ensuring alignment with client needs. Orchestrated collaborative sessions with cross-functional teams to refine creative concepts.
- Designed and implemented comprehensive analytical and engineering apps, integrating user feedback and conducting rigorous regression testing to ensure optimal functionality and user experience.
- Leveraged expertise in design and technical implementation to deliver high-quality visual solutions. Collaborated closely with developers throughout the development lifecycle to ensure seamless integration of design elements and adherence to project timelines.
- Produced a wide array of marketing materials, including flyers, banners, and brochures for prominent events such as the annual meetings and conferences, showcasing a keen eye for design and branding.