

Hello.

Yasir Chauhan

UI/UX & Product Designer

Phone: +971 52 6250861 / +92 345 4359805
Email: yasirchauhan@gmail.com
LinkedIn: <https://linkedin.com/in/yasir-chauhan>
Portfolio: <https://yasirn.com>
Address: [Dubai, UAE](#) | [Lahore, Pakistan](#)

01. SUMMARY

Seasoned UX/UI & Product Designer with 8+ years of experience specializing in digital product design for mobile, desktop, and web applications in the IT sector. Holds a BFA degree in Graphic Design and an Associate Engineering degree in Design, with additional diploma in UI/UX and Product Design. Proficient in web, mobile, and desktop applications, specializing in user-centric design, research, high-fidelity prototyping and Process Analysis. Well-versed in Agile methodology, delivering creative and functional designs with a focus on the end-user experience.

02. EXPERIENCE

Braimer (Pvt) Limited. / Head of UX & Digital Product (Researcher)

July 2023 - Current

- Owned the product vision and roadmap, improving the product development process.
- Consulted with clients to understand goals and explained research results.
- Created wireframes, storyboards, sitemaps, and screen flows.
- Conducted usability testing and iterated designs based on user feedback.
- Executed all visual design stages from concept to final hand-off to engineering.
- Developed prototypes and user interface designs.
- Create user personas, explore usage scenarios, and evaluate user feedback to improve the overall user experience.
- Implemented brand guidelines, crafted marketing content, and built reusable component libraries to ensure consistency.

Shark Innovation Labs / Head of Product Design (UI/UX)

April 2021 - May 2023

- Lead design strategy and vision for Mobile apps, web apps and complex supply chain portals.
- Collaborated with stakeholders to define and refine product requirements.
- Led cross-functional collaboration, ensuring seamless integration and a cohesive user experience.
- Conduct design sprints, wireframing, and usability testing to create compelling designs.
- Develop personas, usage scenarios, and analyze user feedback to enhance user experience.
- Established brand guidelines, marketing content, and reusable component libraries for consistency.

Career Break (6 Months)

Nov 2020 - April 2021

During a six-month career break from November 2020 to April 2021, I focused on advancing my UI/UX design skills through courses and certifications. I worked on personal projects, experimented with new techniques, and stayed current with industry trends via workshops and webinars. This period rejuvenated my creativity and commitment, and I'm now excited to apply my enhanced skills to new challenges.

Ecologix (Pvt) Limited. / Senior UI/UX Designer

Sep 2018 - Oct 2020

- Created designs for websites, landing pages, and application interfaces.
- Conducted usability testing and analyzed user feedback and activity.
- Developed wireframes, storyboards, sitemaps, and screen flows.
- Created prototypes, personas, and usage scenarios.
- Iterated designs based on user feedback to enhance user experience.

HSH Software House (GIMO). / UI/UX & Visual Designer

Jan 2014 - Aug 2018

- Consulted with clients to understand goals and explained research results.
- Created wireframes, storyboards, sitemaps, and screen flows.
- Executed all visual design stages from concept to final hand-off to engineering.
- Developed prototypes and user interface designs.
- Create user personas, explore usage scenarios, and evaluate user feedback to improve the overall user experience.
- Implemented brand guidelines, crafted marketing content, and built reusable component libraries to ensure consistency.

03. EDUCATION

2009 - 2013

University of the Punjab (PUCAD)

Bachelor of Fine Arts in Graphic Design (BFA) - 4 years

2008 - 2009

Govt. Technology College for printing and graphic Arts

E.P.T (Post Diploma In UI/UX & Product Design) - 1 year

2005 - 2008

Govt. Technology College for printing and graphic Arts

Associate Engineering degree in Graphic Design & Printing - 3 years

04. SOFTWARE I USE (PLUS MORE)



Adobe Photoshop

- Photo Editing & Manipulation
- Brand Design & Corporate Identity
- Print Media Design



Adobe Illustrator

- Brand Design & Identity
- Illustration & Icons Design
- Vector-Based Designs



Sketch

- UX/UI Design
- Wireframing & Prototype
- Website Design



Figma

- UX/UI Design
- Wireframing & Prototype
- Website Design



Miro

- Team Collaboration & Brainstorming
- Diagrams and Wireframing
- UX Research Notes



Balsamiq

- Low-Fidelity Wireframing
- Low-Fidelity Prototypes
- Concept Creation/Brainstorming

05. MY SKILLS



Research & Ideation

- User research & Interviews
- Process Analysis & Service Blueprints
- User flows, Task Flows, User journey
- User Personas
- Brainstorm Facilitation, 6Ds Processes
- Design Thinking Process, Design Sprint
- Double Diamond Process



Design

- User Experience Design (UXD)
- User Interface, Design System
- UI/UX for Web and Mobile Platforms
- Brand Discovery & Guidelines
- Wireframes & Mockups
- User-Focused Design, Design Sprint
- Illustration & Components Design



Testing & Prototyping

- Interactive Prototyping (Figma/Sketch)
- Usability Testing
- A/B Testing
- Interaction Design
- Heuristic Evaluation



Collaboration

- User interviews
- Self Starter
- Detail & Quality oriented
- Flexible
- Communicative

06. RECENT WORK



Supply Chain & Logistics Software

Web App, Solutions, Process Analysis, UX/UI

<https://yasirn.com>

May 2023



BITAZZA - Mobile App (Crypto)

Heuristic evaluation & Additional features

<https://www.bitazza.com>

Feb 2024



Erohal - Asset Management

UI/UX Design for Web and Mobile platforms

<https://yasirn.com>

July 2023



List Jeannie: E-commerce

Web Portal, Website, Brand Guidelines

<https://yasirn.com>

May 2022

07. LICENSES

TEVTA - Certification

UX /UI Design, Web & Graphic, Animation, Coding

Google UX Design Course

Basic to Advance level course - 2021

08. INTERESTS



Travel & Tourism



Research & Reading