

Kashif Iqbal

UX/UI Designer



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EXPERIENCE

UX/UI Designer (Werkstudent) | STIKKY // Nine37 Innovation GmbH

October, 2023 - Present / Remote

- Lead UX/UI design initiatives for Stikky, enabling Shopify merchants to turn their Shopify store into a mobile app
- Create user-friendly interfaces for the Shopify backend using Polaris design system, empower merchants to effortlessly design and customize their mobile apps through intuitive drag-and-drop functionality
- Collaborated with an engineer to ensure the implementability of designs
- Iterate on backend and mobile app design based on user feedback to enhance overall usability and functionality, utilizing Hotjar & Firebase

UX/UI Designer | vFairs

November, 2021 - September, 2023 / Remote

- Worked with vFairs' Internal CMS tool to implement approved design mock-ups and elements, fulfilling client requirements for the SaaS platform
- Prioritized delivering exceptional user experiences, troubleshooting UX issues, and ensuring compliance with style standards and WCAG guidelines
- Recognized as the Top Rated Event Designer of the year in 2022

UX/UI Designer | Blonk Group

September, 2020 - November, 2021 / Remote

- Served as a design generalist at Blonk, an HR technology startup, conceptualized and redesigned the Blonk iOS/Android app
- Led redesign efforts for SoBlonk - AI based Recruiting (SaaS) Platform, resulting in an impressive 66% improvement in user onboarding
- Played a key role in designing and maintaining the overall design system

UX/UI Designer | Aykays

June, 2019 - September, 2020 / Karachi, Pakistan

Designed, prototyped, and implemented Bootstrap & CMS based sites i.e WordPress, Webflow, Shopify.

EDUCATION

Master of Science (MSc), User Experience Design and Research

2024 - In-progress / Technische Hochschule Ingolstadt / Ingolstadt, Germany

SKILLS

Design

UX strategy
User flows
Concept sketches
Experience mapping
Wireframes
Prototypes
Mockups
Design systems

Research

User interviews
Usability testing
Persona hypothesis
Competitor analysis

Technical

HTML5, CSS3

Language

German: A1 Level
English: Fluent
Hindi/Urdu: Fluent

TOOLS

Design

Figma, Miro, Adobe Suite

Analytics

Hotjar, MS Clarity

Product / Project Management

Jira, Planning Poker
Google Docs

SELECTED PROJECTS

Fintech App | Savings and Investments

December, 2022 / UK's top Government Bank

- Led successful UI redesign, creating visually appealing and frictionless user experience
- Achieved over 50% reduction in time-to-value for primary user journeys, surpassing efficiency targets
- Integrated open banking to drive mobile investments and deposits
- Conducting rigorous app design testing with Bank's beta group for vital feedback and pre-validation

Blonk - Job Search & Networking App

August, 2021 / Blonk Group

- Conceptualized and redesigned Blonk iOS/Android app as a design generalist
- Collaborated with founders, engineers, and data scientists to address challenges, resulting in a remarkable 56.89% increase in active users within 2 months
- Led design and maintenance of Blonk's overall design system, ensuring consistent and efficient user experience across the Brand's ecosystem

LICENSES & CERTIFICATIONS

Google UX Design Certificate | Google

March, 2020 / [View credential](#)

Enterprise Design Thinking Practitioner | IBM

August, 2021 / [View credential](#)

Enterprise Design Thinking Co-Creator | IBM

August, 2021 / [View credential](#)

UI / UX Design Specialization | Coursera

August, 2021 / [View credential](#)

McKinsey Forward Program | McKinsey & Company

December, 2022 / [View credential](#)

HONORS & AWARDS

Top Rated Event Design Award | vFairs

December, 2022 / Lahore, Pakistan