

TALAL MASOOD

Senior UI / UX Designer

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PROFESSIONAL OBJECTIVE:

I am an innovative and attention to detail oriented professional with 15+ years of background in UI/UX design. I enhance the user experience of the digital products to have user friendly mobile and web applications with my goal-driven design thinking approach. My client centered approach in discovery and empathy phase is to build the cost-effective strategy coupled with digital transformation. 6+ years of team management experience adds another flavour to my expertise. I hold excellent presentation and interpersonal communication skills to directly communicating with the clients for understanding and consolidating projects.

SKILLS SUMMARY/EXPERTISE

- User Experience and User Interface design for mobile (iOS & Android) and web-based application.
- Wireframing, High & Low Fidelity Prototyping, user and process flows definition.
- Defining style guides and adopting the best use of typography.
- Strong understanding of the usability testing and human computer interaction.
- Management of the complete design process, from conceptualization to delivery.
- Front-End Design for web apps and web-based mobile apps.
- 10+ years of experience in WordPress & Woocommerce based platforms including server management.
- Active member of Interaction Design Foundation.
- Understanding of Agile & Scrum methodologies to deliver projects on time.
- Excellent in presentation, interpersonal communication and team management.

CAREER PROFILE

Senior UI/UX Designer – 1.x, Lahore, Pakistan (December 2017 – To Date)

I established 1.x to provide freelance UI / UX consultancy to clients across the globe. By creating wireframes, high/low fidelity prototypes, user flows, style guides and design strategies I enable businesses to achieve customer satisfaction with user friendly applications. My user-centric designing thinking approach coupled with lean UX agile methodology streamlined the deliverables. Using the emerging tools like Figma, InvisionApp, Sketch or Adobe XD for prototyping to final UI. My empathy roadmap is to consolidate user's delight and client-centered cost saving strategy.

Projects

- Shopper Value by Confiz, Pakistan (Web Dashboard): Redefined the entire user experience of the web portal to provide enhanced user experience and bring value to the product. The first step was to discover the problems and then plotted the users' personas. It helped me define the design standard to achieve the best UX and UI that is modern and for years to come.
- Advisory Studio, USA (Web Dashboard): The complexity of the dashboard required process and user flow to be defined. I engineered the UX and designed the UI for the reporting dashboard with an adaptive design to be displayed on desktop and mobile.
- Rockwell IT Services, USA (Website): Reimagined the business identity to define it as a 21st century IT services company by designing a new website.
- Advisory Studio, USA (Website): Adopted the new vector-based design with high impression images to create a website that represents the product.
- Consilium Wealth Management, South Africa (Web Portal): Worked with the developer and front-end team.

- Lure-AR.com, USA (Website) – World’s first AR Dating Mobile App: Fixed the UX of the client’s website.
- YuGo, Pakistan (Website) – Travel Package Website: Worked at the UX of their new upcoming website.
- BigEarINC.com, USA (Website) – Complete website management, development, design and looking after the SEO and content writing team.
- GoHealthHero.com, USA (Web Dashboard) – Designing dashboard for their application to be integrated into Salesforce. Design and Front-end development.
- **Other projects can be viewed on my portfolio at <https://tal.al/portfolio>**

Design Director – Scribill Pay FZ LLC, Dubai, UAE (July 2015 – August 2018)

I administrated Scribill Pay, a fintech startup established in Dubai-UAE, by the partners of Metikulous.com. My UI/UX design expertise clubbed together with my business development skills maximized the possibilities to provide services to the untapped financial market. Design first approach and empathy to understand customer-centric view was taken for all projects. I did my research on banking mobile apps and payment gateways as well during the discovery phase to map the customer's requirement.

Projects:

- Del Monte Foods, Dubai (Web Application): Created the dashboard layout based on their current implemented ERP to match the user experience. I also managed the team of developers working on this supply chain project built on top of SAP.
- National Zakat Foundation, UK (Mobile App): Worked in two roles; design and product owner. An iOS App was designed to be used by different people from age 18-80. I delivered the design which was simple, intuitive and which was easy to understand by all age groups.

Senior UI/UX Designer - Metikulous, Lahore, Pakistan (July 2015 – March 2017)

My simplified user-centric design-first approach enabled my team to build customer satisfactory mobile & web applications. I managed junior UI/UX designers and a team of developers to align product roadmap. Using the emerging technologies, I standardized agile methodology in the company. My tech blogging and SEO expertise landed me couple of e-commerce projects. Under my supervision the company delivered multiple iOS and Android apps.

Projects:

- Itchable USA (Mobile App): From wireframes I concluded User Experience and then designed the UI for the mobile app based on iOS. As a senior resource, I played in multiple roles and also managed the project with the client.
- Yajidu, Qatar (Web Portal): I defined the user experience and designed the user interface of an upcoming web portal which was to connect service providers with employers.
- MyUS.com, USA (Website): Designed and deployed a WordPress blog in Arabic. Under my supervision I also headed the project for development to implement multiple languages in the portal.
- QatarLiving, Qatar (Mobile App): Fixed and restructured user interface and user experience of the Android App during the development cycle of the mobile app.
- My Style Mantra, UK (eCommerce Web): Designed and deployed a WordPress based ecommerce platform for an apparel company. I also executed the plans for SEO and formed a team directly for the client.

Business Development Manager - Cygnus Telecom, Dubai, UAE (May 2013 - July 2015)

Cygnus Telecom, an international service partner of Thuraya Telecom with clients in a diversity of sector including media, oil and gas, maritime, civil society and government. My role required online digital enhancement to expand the business beside the traditional business development activities. Designed & developed company's website along with complete product portfolio from brochures to product specific websites. I managed directly the sales team as well as the marketing for online & offline traditional campaigns.

Company Websites:

- www.cygnustelecom.com
- www.planettelecom.ae
- www.thurayaxtpro.com
- www.iphonesat.ae
- www.kansas.ae
- www.prolynx.ae
- www.thurayaipplus.com

Senior Front-End Developer - PointPay FZ LLC, Dubai, UAE (October 2012 - March 2013)

- PointPay, a fintech company to manage online transaction for EU market.
- Designed UI for the Intranet portal and payment gateway.
- Worked closely with the team of developers in order to enhance the UX of their ecommerce checkout section.

Senior Web & UI Designer - Optini LLC USA, Lahore, Pakistan (May 2011 - March 2012)

- Worked on the UI & UX design for an iPhone and Android native app which was also replicated as a browser add-on/plugin for Chrome, Firefox and Safari.
- I also designed the website of the company to present their product effectively.

Senior Graphic Designer - Systems Limited, Lahore, Pakistan (August 2010 - May 2011)

- UI Design and Front-end development for the main website of Fatima Fertilizer Group based on Drupal.
- I did image retouching and established the work flow for multiple brands of a leading US apparel company, Kellwood. The brands included: XOXO, BabyPhat, David Meister, Vince, etc.
- Designed web components for MS Sharepoint and delivered HTML/CSS versions to the development team.

Senior Web Designer - Times Travel UK, Lahore, Pakistan (November 2009 - August 2010)

- Developed and maintained different websites of Times Travel Group.
- Managed the site contents and all the online Internet activities related to the business.
- Supervised a team of SEO, Content Writers and Online Ad Campaigns, provided training.

Company Websites:

- www.timestravel.com
- www.pateltravel.co.uk
- www.iamstudent.co.uk
- www.flightstoafrika.co.uk

EDUCATION:

- **Master (HRM)** Virtual University of Pakistan, Lahore, Pakistan **(2020-continued)**
- **BA (Arts & Humanity)** University of The Punjab, Lahore, Pakistan **2009**
- **BS (Hons in Computer Sciences)** G.C. University, Lahore, Pakistan **2004-2008** (Partially Done)

CERTIFICATIONS:

- Member of **Interaction Design Foundation**.
- Completed Certifications: Formal Design Methods: Formalism and Design, Mobile User Experience (UX) Design, Conducting Usability Testing, Gestalt Psychology and Web Design: The Ultimate Guide.

OTHER ACHIEVEMENTS & ACTIVITIES:

- Founder of Synix Technologies (www.synixtech.com); providing domains, hosting & servers.
- Worked with NetMag (www.netmag.com.pk), Pakistan's first and biggest IT magazine, as a co-editor for over a year.

- Co-founder of Save Life Foundation (www.save.life) Pakistan's biggest blood donation platform.
- 2600+ hours of freelance work at Upwork (Profile: <https://tal.al/upwork>)

SKILLS / TOOLS:

- **Designing Tools:** Sketch, Figma, InvisionApp, Adobe XD
- **Wireframes & Prototyping:** Balsamiq, InvisionApp, MarvelApp, GoMockingBird.
- **Web Front-end Development:** HTML 5, CSS3
- **Web CMS & E-commerce Platforms:** WordPress and WooCommerce
- **Project Management Tools:** Jira, Assembla, Trello
- **jQuery Frontend Design Frameworks:** jQueryUI, jQueryMobile, Bootstrap, jQuery
- **Digital Marketing and SEO:** SEO/SMM, Link Building, Ad Campaigns, Article Writing, Blogging

REFERENCES:

- **Sultan Saadat** – Software Architect, McKinsey Digital, Dubai, U.A.E.
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- **Muhammad Wasif Jahangir** – Software Engineering Manager, Careem, Pakistan
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