



ASAD DAR

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SKILLS SUMMARY

01 Computer

Product Designing	●●●●●●●●●●
Scrum Master	●●●●●●●●●●
Adobe Products	●●●●●●●●●●
Invision	●●●●●●●●●●
App Design	●●●●●●●●●●
Web Design	●●●●●●●●●●
Branding	●●●●●●●●●●
Figma, Adobe XD	●●●●●●●●●●
MS Office	●●●●●●●●●●
Character Animate	●●●●●●●●●●
3ds Modeling & design	●●●●●●●●●●
Javascript / Jquery	●●●●●●●●●●

02 Knowledge

- Grid & Layout.
- Good sense for typography.
- Color theory knowledge.
- Image editing.
- Web usability.
- Interface Design.
- Google Analytics & SEO.

03 Certifications

- Fundamentals of digital marketing - Google Digital Garage*
- Google UX Design Professional Certificate*

PROFESSIONAL EXPERIENCE SUMMARY

With more than 15 years experience across various industries. I live on the line between design and development, with UX and Front-End being the perfect synergy for my skills.

SR. UX DESIGNER | **Preqtec pvt Ltd** | Nov 2022 - Present

German base company where Video editing, Products Branding and Digital Fundamental Marketing. Responsibilities are presentation, app and web designing and guide - <https://preqtec.com/>

SENIOR UX DEVELOPER | **SoftTeams A/S** | Jun 2021 - Oct 2022

Designed and launched customer feedback systems for software company, revamped the website flows

Lead Digital Designer | **Logic Powered Solutions** | Mar 2019 - Jun 2021

My process has involved user interactivity and designs simulation, distillation of foundational research into user personal and a high-level strategy, collaboration on branding and 'look and feel,' heavy sketching, wire-framing and prototyping, visual design, and collaboration with developers on the little details that matter. <https://www.logicps.com/>

Senior UI Designer | **Zemcar INC** | May 2015 - Feb 2019

I have worked on service products i.e. ride app/web (**Zemcar**), and tutoring app/web (**Tutorzu**) experience, admin portals for multiple products like Grip-Mobility and Zemcar.

I've performed extensive web, app designs and Branding, led multiple end-user participatory design workshops, prototyped and tested solutions with end users, and helped 'sell' prototypes and ideas across disciplines. The work has been energizing, to say the least.

MEDIA DESIGNER | Kreatif Barsema private Limited | Feb 2010 – June 2014

Interaction Design: Created competitive reviews, strategy documentation, concept models, ecosystem maps, sitemaps, process flows, sketches, wireframes, and detailed specifications. Worked in both waterfall and agile methods on a variety of web interfaces including desktop, mobile, and tablet. Led interaction design for responsive websites, mobile apps, and complex, large-scale websites.

Collaboration: Worked closely with visual, copy, production and programming team members to create intuitive, delightful user experiences. Loved every minute of it.

UI/UX DESIGNER | Continent Advertising company | October 2006 - January 2007

As a led UX and UI design on multiple website projects and a responsive web app project, while helping implement a user-centered design methodology. Design websites and presentations, logos, Banners and software interface.

Plan / schedule different projects and attended interdepartmental and client meetings, facilitate communication between departments and conduct liaison with all clients.

UI DESIGNER | National Reconstruction Bureau (Government sector) | June 2003 - July 2005

Interaction Design: Created concept models, heuristic reviews, sitemaps, process flows, sketches, wireframes, prototypes, and detailed specifications for mobile/tablet and social applications.

Managed all 2D and 3D designs projects, multimedia presentations, mobiles ui, websites development and digital and paper media designs of various companies init.

Education

August 2002: **Greenwich University of Karachi**, Pakistan
Bachelor's of Science Major in Software Engineering

More than 15 year experience in Digital and print media fields

My few work links:

<http://peoplemetrics.live/>
<https://www.techgenixsl.com/>
<https://logicpowered.net/index.php>
<http://healthbeepk.com/>
<https://www.ahamson.com/>

Portfolio:

<https://www.behance.net/aasaddar>
<https://www.linkedin.com/in/asad-dar-3350b6b/>
<http://www.youtube.com/user/onlydar>
<http://www.jpegstudio.com>

HOBBIES & INTERESTS

