



AHSAN M. IFTIKHAR

Product Designer • UX Researcher

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Work Experience

Senior Product Designer

PsychPlus (Remote,US) — Mar 2024 - Present

- Responsible for incorporate design process from research to testing in design team, and make sure the every design fulfil the requirements of the user and also meet the KPI's of the business.
- Performed as a consultant to guide the team members to overcome the difficulties in design process and maintain their work pace.

Senior Product Designer

Healthwire.pk — Jan 2022 - Mar 2024

- Responsible for implementing a complete design process from research to testing in design team, and make sure the every design fulfil the requirements of the user and also meet the KPI's of the business.
- As a product designer in Healthwire, I have revamped the whole B2C mobile app and website, by which the **retention increased by 12% and revenue by 27%**.
- Revamped the B2B SaaS software which is installed in hospitals, pharmacies, and laboratories across the country. By revamping, users felt that software is now very easy to use and completion of flows now become more easy by which **retention has been increased by 31%**.
- Designed the warehouse management app, which helps to monitor the **Turn Around Time (TAT) of warehouse employees** as well as to track the riders journey trip and order processing.
- Managed the **social media team which have three sub-departments i.e. Marketing Design Team, Content, and Growth**. Responsible to make sure that our branding, content, and growth should be aligned with our products including digital and offline marketing.
- Have also worked closely with cross-functional teams, including developers, product managers, sales representatives, and stakeholders to ensure that the **final product meets the needs of both the users and the business**.
- Skilled in using design tools such as Figma, Sketch, and Notion to create wireframes, prototypes, and high-fidelity designs. My expertise lies in using design thinking methodologies to solve complex problems and create innovative solutions.
- Performed as a consultant to guide the team members to overcome the difficulties in design process and maintain their work pace.

User Experience Executive

Cheetay.pk — June 2021 - Jan 2022

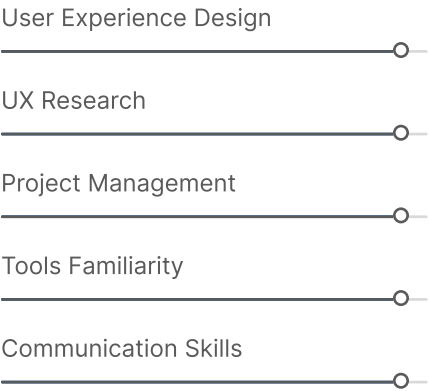
- Responsible for UX Research, Usability testing, UX Competitive analysis, and developed a data-driven and user-focused UX designs for Mobile & Web Application.
- As a UX Executive, I've been part of whole B2C mobile app designing as well as the SaaS product which was installed at the warehouse.
- In Cheetay, my role was to make the flows of the app more easy to use, which will help user to complete their task in very smooth manner.
- Did the research for rider's app and re-design app to reduce complaints & churn by helping riders understand their earnings easily with our any hesitation.
- Performed 3 user research surveys and 6 interviews campaigns among over 43 users to empathize to make the user-centric solutions.
- Spotted the UX problems in checkout page and provide elegant user-oriented solution that improved the lead response by 11%.
- Superior knowledge of Performance Marketing and Retention Management. Performed add-on role as Retention and Email Marketing Coordinator. Achieved increase in gross revenue by 34% using Email Newsletters, and Push Notifications within one month

Junior UX Designer

Techflurry Pvt. Limited — DEC 2019 - May 2021

- Responsible for UX designing , User Research, Usability testing, competitive analysis, wireframing and prototyping.
- Worked on B2C, B2B, and other portfolio websites.
- Created user stories, personas, journeys, and empathy maps that clearly identify the user pain points.
- Designed UI screens using Figma & Adobe XD and delivered for live app development after usability testing.
- Participated in User research and part of the panel while conducting interviews and surveys.
- Analyzed user's pain points and try to come up with better designs and also a user oriented which helps to grow the leads of respective business.

Skills



Certifications

Google UX Design Professional Certificate

Google — NOV 2021

Interaction Design Specialization

University Of California San Diego — PRESENT

Education

Intermediate Computer Science

Kips Collegee
MAR 2013 - 2015

Awards

Employee of the Year 2022

Healthwire Pvt. Ltd
JAN 2023