MUHAMMAD IRTAZA

UX Designer

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Looking for a challenging career which demands the best of my professional ability in terms of technical and analytical skills, and helps me in broadening and enhancing my current skill and knowledge.
- An extrovert professional and team-worker.
- Ability to plan, organize and prioritize work.
- An energetic learner, and passionate about market trend.
- Good verbal and written communication skills.

EDUCATION

- **2015- 2019**
  Bachelors in Electrical Engineering
  Comsats University Islamabad, Lahore Campus

- **2012 - 2014**
  Intermediate
  Pre-Engineering
  Govt. College Gulberg, Lahore

INTERPERSONAL SKILLS

- Enthusiastic
- Team Player
- Pressure Handling

INDUSTRY KNOWLEDGE

- User Experience
- Interaction Design
- User Centered Design

ACHIEVEMENTS

- **CAA SCHOLARSHIP 2005**
  Secured 85% marks

EXPERIENCE

Design Team Lead   Nov 2021 - Present
Renesis Tech Pvt. Ltd

- Creating a product vision to build scalable solutions, tech stack, and processes.
- Driving and managing the teams from epics to delivered features.
- Gaining a deep understanding of our users and our business in order to prioritize work and make informed decisions.
- A/B Testing, Usability Testing and Resusable Components
- Cultivating strong relationships among working teams.

Sr. UI/UX Designer   Aug 2020 - Sep 2021
Renesis Tech Pvt. Ltd

- Develop cohesive design plans, concepts and prototypes in collaboration with stakeholders.
- Work on Design Audits for the courses to make sure the quality of the courses is up to the mark.
- Evaluate new design ideas or concepts. Initiate research activities based on project requirements.
- Provide on-the-job training to direct reports and junior team members.

Associate Designer   Apr 2018 -July 2020
IODEVS

- Collaborated with teams to overhaul the redesign of interactive platforms in order to drive the business needs of stakeholders.
- Revised onboarding flows for multiple businesses, which resulted in over 100% in user signed up rate.
- Engaged comprehensive UX projects where I research, design, and present effective solutions for responsive web, mobile, and software interfaces.

SKILLS

Requirement Analysis · UX Design · Agile Framework · Problem Solving · User Flows · User Analysis · User Centric Design · Client Relations · Information Architecture · Personas · User Testing · A/B Testing

TOOLS

Figma · Miro · Overflow · Adobe Suite · Google Optimize

PROJECTS

LooBr by MetaRuffy
The next generation all-in-one cross-chain marketplace for players, creators and traders, with state-of-the-art and custom-designed social media features for all users.

OYA.io
A modern social wellness platform where people can connect and get their transformation. Moreover, OYA provides a NFT membership for their clients.

Omni Presenti
An art platform advancing the business of art with proprietary technology featuring independent artists & galleries for buyers of all kinds.

Devour.io
The future of web3 dining!
Ordering | Loyalty | Waitlist/Reservations
Token Gating | Crypto Payments | Cross-Community Collaboration.

Digital Dealership System
The Digital Dealership System is the premier digital sign and interactive kiosk solution for car dealers. Digital solutions for car dealerships including digital service menus, service appointment boards, and much more.

Spades.io
Dine-in payments made simple. Express check out with ease SCAN or TAP, SPLIT, TIP, PAY and you're on your way!