



Saif Anwer Khan

Senior UI/UX & Product Lead

Creative Design Manager | Business Analyst & Educator

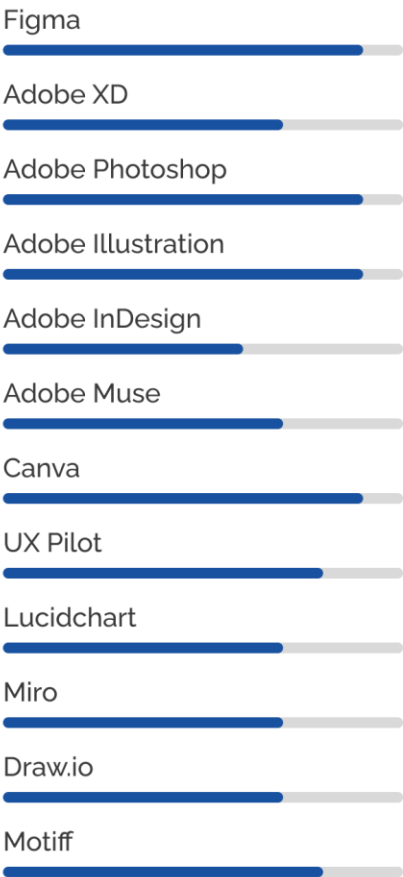
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Portfolio

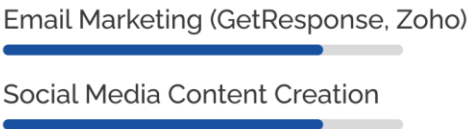
Personal Information

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Date of Birth August 12, 1996
Marital Status Married
Address Gulshan-e-Iqbal, Karachi

UI/UX & Design Tools



Digital Marketing



Experience

Zenith Flow Tech



Head of Product & Design Strategy

Oct 2024 – Present | 10 Month

- Spearheaded the entire product design lifecycle, from initial sales query to development handoff, for websites, web applications, and mobile apps.
- Conducted in-depth business analysis, including research, proposal creation, and comprehensive Functional Specification Document (FSD) development.
- Designed detailed wireframes, all types of flowcharts, and created intricate logics and high-fidelity UI designs.
- Presented and explained approved designs to sales teams, ensuring clear understanding and alignment.
- Managed complete project handoff to development teams with comprehensive presentations, providing strategic guidance and technical support as needed, leveraging a strong development background and experience assisting the Production Head.
- Served as the primary point of contact for client queries, providing expert responses and solutions.
- Led the design department, overseeing and actively contributing to the creation of web banners, logo designs, social media posts, and all other print/digital media designs.
- Assigned tasks to the design team, managed their workflow, and ensured timely, high-quality deliverables.
- Handled all communications with the QA team, addressing queries and ensuring seamless product quality.

Avidhaus Pvt Ltd



Senior Digital Consultant (Remote Part-Time)

Aug 2024 – Present | 11 Month

- Led UI/UX design initiatives for websites, focusing on intuitive and aesthetically pleasing user experiences.
- Developed and executed email marketing campaigns using GetResponse and Zoho.
- Designed engaging social media posts and digital content to boost online presence.
- Managed Laravel-based website maintenance and development, ensuring smooth operations.
- Provided strategic guidance and oversight to the design team, ensuring high-quality outputs.

Project & Collaboration

FSD Creation



Wireframing



Flowcharting



Database Structuring



Project Management



Client Communication



Team Leadership



ClickUp



Trello



Web Development

HTML



CSS



Bootstrap



JavaScript



jQuery



Laravel



PHP



MySQL



WordPress



Other

MS Office



Research



Upsell Identification



Experience

Software Architect



Progziel Technologies

Jul 2024 - Oct 2024 | 4 Month

- Created FSDs and secured client approval before development.
- Developed low-fidelity wireframes and flowcharts to map user journeys.
- Designed UI screens and documented actions/routes for each screen to ensure clarity.
- Resolved client queries promptly and effectively.
- Collaborated with the development team, explaining project requirements and design specifications.
- Led the design team, overseeing UI/UX design, graphics, social media, presentations, and documentation.

Bizz World Communications



Manager of Design Department

Jul 2021 - May 2024 | 2 years 11 months

- Provided strategic direction and mentorship to the design team.
- Led the creation of over 100+ website UI designs using Photoshop and Figma.
- Developed branding materials, including logos, business cards, and company profiles.
- Designed print graphics and promotional materials, such as posters, flyers, and brochures.

Lead Graphics and UI/UX Designer

Jul 2020 - Jul 2021 | 1 year 1 month

- Designed and developed intuitive and engaging website UIs, ensuring seamless user experiences with tools like Photoshop and Figma.

Senior Graphics Designer

Jan 2020 - Jul 2020 | 7 months

- Oversaw both print and digital media graphics, including promotional materials such as posters, flyers, and brochures.

Vector Artist

Jul 2019 - Dec 2019 | 6 months

- Specialized in tracing vectors using Illustrator.

Aptech, Surjani Campus



Teacher of Graphics & UI (Part-Time)

Jan 2024 - Mar 2024 | 3 months

- Conducted short courses on graphics and UI design, focusing on Photoshop, Illustrator, and Figma. Provided hands-on training for 2 hours daily, emphasizing practical skills and industry best practices.

Experience

Fame Business Solutions



Lead UI/UX Designer (Project Basis)

Oct 2023 - Dec 2023 | 3 months

- Managed UI/UX design projects on a contract basis, overseeing the design process from concept to execution.
- Led the UI/UX design for famewheels.com, ensuring alignment with brand objectives and user needs.

Orhan Digital



Lead Web Designer (Remote Part-Time)

Dec 2022 - Sep 2023 | 10 months

- Provided part-time remote guidance to the sales team on UI/UX and graphic design strategies.
- Conducted client detailing sessions to gather project requirements and preferences.
- Led design projects from conception to completion, ensuring adherence to project goals.

Computer Collegiate



Computer Courses Trainer

Mar 2018 - Jun 2019 | 1 year 4 months

- Instructed students on web designing using tools like Photoshop, HTML, CSS, and Bootstrap.
- Taught 2D graphics using Photoshop and Illustrator.
- Provided training on web development technologies including HTML, CSS, JavaScript, jQuery, PHP, and WordPress.

Education

Bachelor's Computer Science

Federal Urdu University

2017 - 2021

Intermediate Pre-Engineering

Government College 5-L, Karachi

2013 - 2016

Matriculation Computer Science

Lal Qila Grammar School, Karachi

2000 - 2012

Interests



Indoor Games



Travelling



Designing

Awards

1. Sponsored Tour by Fame Business Solution (50% sponsorship), **Dec 2023**
2. Suzuki 150cc Bike Employee of the **Year 2021**, Bizz World Communications
3. Sponsored Pakistan Tour by Bizz World Communications, **Dec 2020**
4. Appreciation Certificate, Bizz World Communications, **2019**
5. Laptop for achieving a GPA of 3.7 in the 5th Semester, FUUAST, **2019**
6. 1st Position in Web Design and Development, Computer Collegiate, **2018**

Courses and Training

English Language Course. Sep 2023 - Nov 2023

Aptech, Karachi

UI Master Certification (Figma). June 2021 - Aug 2021

Online Course

Web Design and Development. Sep 2017 - Feb 2018

Computer Collegiate, Karachi

Language

Urdu



English

