Haroon Khurshid

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Education

FAST NUCES   **Islamabad**, **Pakistan**
Bachelors, Computer Science   2024

Experience

FixelCloud   Kansas, USA
UI/UX Designer   July 2022 – August 2024

- Developed scalable design systems, reducing design inconsistencies by 30% across multiple digital products.
- Conducted user research to optimize information architecture and user flows, resulting in a 25% increase in task completion rates.
- Produced high-fidelity prototypes using Sketch and Figma, refining designs based on user feedback, enhancing usability by 20%.
- Collaborated with developers and product managers for seamless design integration, contributing to a 10% improvement in overall product performance.

Lowerated   Islamabad, Pakistan
UI Designer   June 2021 – May 2022

- Researched user preferences among music, movie, and book enthusiasts, driving a 15% increase in engagement on the Lowerated platform within three months.
- Created wireframes and high-fidelity interfaces using Adobe XD and Figma, leading to a 25% rise in positive feedback during beta testing.
- Facilitated usability testing sessions that resulted in a 30% improvement in platform satisfaction ratings post-launch.
- Formulated admin portals with critic vetting forms and content upload functionality, increasing administrative efficiency by 20%.

Auxi   Islamabad, Pakistan
UX Designer   Sept 2020 – May 2021

- Conducted extensive user research on student challenges, informing design decisions that resulted in an intuitive mobile app, improving satisfaction by 20%.
- Developed wireframes and user interfaces in Figma, achieving a 15% increase in positive feedback from users and stakeholders.
- Worked closely with developers and project managers within an agile framework, ensuring timely delivery of high-quality design, resulting in a 30% reduction in development time.
- Incorporated feedback from usability testing, leading to a refined user experience and a 25% increase in app satisfaction ratings.

Leadership & Activities

NaSCon'24   Islamabad, Pakistan
Deputy Secretary Media   2024

- Led a media team of 150 members, coordinating six months of preparation that culminated in managing event coverage for 70+ events, engaging over 7,000 participants.
- Directed teams in photography, videography, graphics, and decor, enhancing flagship event presentation and increasing event visibility by 25%.
- Executed a targeted social media strategy that boosted online engagement by 30%, effectively showcasing the innovative contributions of participants.
- Fostered team collaboration and streamlined operations, improving overall efficiency by 20%, contributing to a smoother event experience.

NaSCon   Islamabad, Pakistan
Team Lead   2022 – 2024

- Led a team to victory in a UI/UX competition, winning three consecutive years and setting a record for the university.
- Delivered a fully functional fitness application within a 4-hour timeframe, maintaining high-quality standards under pressure.
- Conceptualized and crafted a user-friendly fitness app prototype, demonstrating rapid design and execution skills.

Projects

Flex Redesign   Islamabad, Pakistan
Solo Project   2022

- Revamped the University's Student Portal by modernizing design, integrating features, and enhancing accessibility to elevate student engagement and streamline administrative processes.
- Achieved project milestones and maintained high-quality standards through consistent user feedback integration.

Business wire   Dallas, USA
Solo Project   2022

- Designed a mobile application for Business Wire, transforming an outdated web app into an accessible platform tailored for older users to ensure ease of use.
- Enhanced convenience for all users to seamlessly access services on-the-go.

Skills & Interests

Technical Skills:

- **UI/UX Design:** Wireframing, Prototyping, Interaction Design, High-Fidelity Prototyping
- **User Research & Testing:** Usability Testing, User Personas, Data-Driven Design
- **Tools:** Adobe XD, Figma, Sketch, Miro, Figjam, Hotjar, Maze
- **Project Management:** Agile Methodologies, Project Management, Stakeholder Collaboration
- **Information Architecture:** Design System Development, Responsive Design, WCAG Compliance, Accessibility Guidelines
- **Soft Skills:** Communication, Team Leadership, Collaboration, Creativity, Empathy, Conflict Resolution
- **Language:** English (Advanced), Urdu (Advanced), Arabic (Basic)