

Kashif Iqbal

UX Designer

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Ingolstadt, Germany



EXPERIENCE

UX/UI Designer | STIKKY

October 2023 - Present | Ingolstadt, Germany

- Lead UX/UI design initiatives for Stikky, enabling Shopify merchants to turn their Shopify store into a mobile app
- Create user-friendly interfaces for the Shopify backend using Polaris design system, empower merchants to effortlessly design and customize their mobile apps through intuitive drag-and-drop functionality
- Collaborated with an engineer to ensure the implementability of designs
- Iterate on backend and mobile app design based on user feedback to enhance overall usability and functionality, utilizing Hotjar & Firebase

UX/UI Designer | vFairs

November 2021 - September 2023 | Remote

- Worked with vFairs' Internal CMS tool to implement approved design mock-ups and elements, fulfilling client requirements for the SaaS platform
- Prioritized delivering exceptional user experiences, troubleshooting UX issues, and ensuring compliance with style standards and WCAG guidelines
- Recognized as the Top Rated Event Designer of the year in 2022

UX/UI Designer | Blonk Group

September 2020 - November 2021 | Paris, France

- Served as a design generalist at Blonk, an HR technology startup, conceptualized and redesigned the Blonk iOS/Android app
- Led redesign efforts for SoBlonk - AI based Recruiting (SaaS) Platform, resulting in an impressive 66% improvement in user onboarding
- Played a key role in designing and maintaining the overall design system

UX/UI Designer | Aykeys

June 2019 - September 2020 | Karachi, Pakistan

Designed, prototyped, and implemented Bootstrap & CMS based sites i.e WordPress, Webflow, Shopify.

EDUCATION

Master of Science (M.Sc.) in User Experience Design

2024 - Present | Technische Hochschule Ingolstadt, Germany

Bachelor of Science (B.Sc.) in Computer Science

2015 - 2019 | Ilma University, Karachi, Pakistan

LICENSES & CERTIFICATIONS

McKinsey Forward Program

December 2022 | [View credential](#)

Enterprise Design Thinking Co-Creator

August 2021 | [View credential](#)

Enterprise Design Thinking Practitioner

August, 2021 / [View credential](#)

Google UX Design Certificate

March 2020 | [View credential](#)

SKILLS

Design

UX Strategy, User Flows, Concept Sketches, Experience Mapping, Wireframes, Prototypes, Mockups, Design Systems, Interaction Design

Research

User Interviews, Usability Testing, Information Architecture, Journey Mapping, A/B Testing, Competitor Analysis

Tools

Figma, Miro, Adobe Suite, Contentsquare, Hotjar, MS Clarity, Maze

Technical

HTML5, CSS3, React JS (working knowledge)

Language

German: A1 Level, English: Fluent

HONORS & AWARDS

Top Rated Event Design Award | vFairs

December 2022 | Lahore, Pakistan