

TAS KHAN

UI / UX DESIGNER

CONTACT

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- 📍 New York , USA

SKILLS

- User Interface Design
- User Experience Design
- Interaction Design
- Prototyping
- User Research
- Wire framing
- Visual Design
- Responsive Design

TOOLS

- Adobe XD
- Sketch
- Figma
- InVision
- Photoshop
- Illustrator
- Uxpin
- Balsamiq

LANGUAGES

- HTML/CSS (Basic)
- JavaScript (Basic)

EDUCATION

Advanced Diploma in Multimedia
Design and Development – 2018
Humber College, Toronto, Canada

Master's in Mass Communication –
2004 Pakistan

Work Experience:

Senior UI / UX Designer

FREELANCING
2020- PRESENT

Led the design process for multiple web and mobile projects from concept to launch. Conducted user interviews and usability tests to gather feedback and validate design decisions. Created interactive prototypes to demonstrate key user flows and interactions. Collaborated closely with cross-functional teams including product managers, developers, and marketers. Designed wireframes, prototypes, and high-fidelity mockups to communicate design concepts.

UI / UX Designer

Deep Think Studio, Canada
2018-2020

Worked on a variety of projects ranging from e-commerce platforms to mobile applications. Created user personas, user flows, and information architecture diagrams. Designed pixel-perfect interfaces with a focus on usability and accessibility. Implemented responsive design principles to ensure a consistent experience across devices.

Creative Director / Manager

Dubai Media City, Dubai UAE
2013-2018

My primary role was to help clients design and promote their products, services, or brands to target audience through various channels and mediums. Here's an overview of what I typically do:

1. Strategy and Planning: I work closely with clients to develop advertising strategy align with their business objectives and target audience demographics. This involves conducting media research, analyzing consumer behavior, and identifying key messaging and positioning strategies.

2. Creative Development: I create compelling impact advertising content. This includes developing concepts, writing copy, designing visuals, producing multimedia assets for various advertising channels such as print, digital, broadcast, outdoor, social media.

3. Media Buying and Placement: I help clients determine the most effective channels / platforms to reach their target audience and negotiate media buys on their behalf. This involves appropriate advertising placements, negotiating pricing and contracts, and optimizing media schedule to maximize reach and impact.