

ABDUS SALAM

Product Designer
abdussalam.rafiq@gmail.com • (650) 750 4180 • San Francisco, CA
www.abdssalam.pk

EDUCATION

NATIONAL UNIVERSITY OF COMPUTER & EMERGING SCIENCES

Lahore, Pakistan - 2006 to 2011

- Bachelors of Science (Telecommunication Engineering)
(4 year degree program)

CERTIFICATIONS

UC SAN DIEGO

Coursera, Online - 2014

- Human-Computer Interaction (with Distinction)
- Final design prototype peer-reviewed and selected amongst Top 10 projects.
- Coursework in rapid prototyping, principles of perception, evaluating multiple interfaces, mock-ups, field testing etc.

EXPERIENCE

CBS INTERACTIVE

San Francisco, CA – Apr 2016 to Present

Product Designer (Full Time - 40 hrs/week)

- Serving as a primary Product Designer for Download.com - a leading CBS Interactive brand serving millions of users globally; responsible for all user interaction design for desktop as well as mobile.
- Responsible for Product Strategy and design, collaborating with product managers to generate user stories, journey maps, wire frames, user flows and functional prototypes. Working closely with a diverse team of Engineers for pixel-perfect design implementations and A/B testing for page optimization.

AMPLIFIER STRATEGIES

San Francisco, CA – Oct 2015 to Apr 2016

UI/UX Designer (Full Time - 40 hrs/week)

- Served as a UI/UX Designer on a large scale project aiming at providing a monitoring and evaluation, project management and reporting platform for graduation programs aimed at the ultra poor in developing countries.
- Designed a disruptive, data-driven participant and staff performance tracking software with a large NGO based in Bangladesh to replace outdated paper processes - enabling transparency and accountability in the system.
- Role required closely collaborating with the stakeholders in Bangladesh to gather project requirements, garner feedback and conduct user testing on wire frames, functional prototypes and visual designs, both for web and mobile; also worked with a diverse, global team of developers to ensure delivery of the final product.
- Successfully launched beta version of the web platform and mobile app (Android) in various regions of Bangladesh for the graduation pilot program.

CAREAXIOM

Lahore, Pakistan – July 2015 to Oct 2015

Lead UI/UX Designer (Full Time - 40 hrs/week)

- Responsible for product usability and ensuring a delightful user experience for the in-house product, aimed at providing care for senior citizen communities through an easy-to-use mobile and web optimized interface.
- Role required generating user stories, personas and use-cases for various wellness and community engagement components; specify user experience design through walk-throughs, prototypes and wireframes.
- Successfully shipped a family engagement app with native designs for iOS and Android, aimed at increasing family involvement with the daily activities of their senior loved ones through timely updates. A latest app user survey produced positive results indicating a 70% increase in family engagement.

INFORMATION TECHNOLOGY UNIVERSITY

Lahore, Pakistan - Dec 2013 to June 2015

Senior UI/UX Designer (Full Time - 40 hrs/week)

- Responsible for design and development of university's marketing campaigns (social media, web, print) as well as setting up the online presence for the university's various departments and research centers.
- Led the design and development for a mobile responsive website for Information Technology University, highlighting the university's facilities, program offerings, research centers and happenings. The website was custom designed from scratch, built upon Bootstrap 3.0, and powered by WordPress (accessible at www.itu.edu.pk).
- Led the design and development for a mobile responsive website for IPAL (Innovations for Poverty Alleviation Lab), a research center housed at Information Technology University, focusing on designing sustainable solutions for the developing world (accessible at www.ipal.itu.edu.pk).
- Led the design front for the re-design of the child immunization health card, submitted for the 'Records of Life' contest at the Bill & Melinda Gates Foundation. Served as the Lead Designer for the mobile and web components of the redesign including a mobile app assisting

vaccinators to digitize and keep track of child vaccination records, coupled with a web based dashboard assisting policy makers to review and monitor vaccine records.

- Organized Pakistan ICTD Workshop 2014, in collaboration with University of Washington, attracting leading researchers and practitioners in ICTD to discuss how technology can be utilized to address unique set of problems currently being faced by Pakistan.
- Job role includes providing training to Masters Level Research Assistants on various wire-framing and prototyping techniques.

VENEXEL

Lahore, Pakistan – Sep 2012 to May 2014

UI/UX Design Consultant (20 hrs/week)

- Owned UI/UX and design for a large scope user workflow project for winter maintenance in collaboration with the Government of Canada; responsible for wire-framing and prototyping layouts for web and mobile layouts.
- Created the layout and UI design of a web based dashboard for 'In The Chat', a customer sales portal built upon public data streams collected from social networks including Twitter & Facebook.

PUNJAB INFORMATION TECHNOLOGY BOARD

Lahore, Pakistan – Feb 2012 to Dec 2013

UI/UX Designer (Associate) Full Time - 40 hrs/week

- Product and Interface Design and strategy for web/mobile based I.T. initiatives and departments working under the Punjab Government.
- Designed and developed the online presence for over 25 public departments under the Punjab Government.
- Created storyboards and designed app screens (Android) for Anti-Dengue Campaign in Punjab.
- Re-designed the website for the Office of the Chief Minister of Punjab.
- Designed the logo, website and marketing collateral for 'Plan 9' – Pakistan's first and largest public funded Technology Incubator; helped startups with need finding, story boarding, wire framing and prototyping.

SEENREPORT

Lahore, Pakistan – Jan 2011 to Feb 2012

Design Consultant (Full Time)

- Responsibilities included user interface design and development of web components as well as mobile applications.
- Planned the experience and design for Geo News mobile app (iOS, Android) - a leading media group in Pakistan.
- Planned the UI/UX for 'Add It Back', a social sharing widget for the web.

SKILLS & INTERESTS

DESIGN THINKING

Experience with need finding, story boarding, wire framing, prototyping, heuristic evaluation, and user testing (A/B split testing).

COMPUTER

- Knowledge of HTML, CSS/CSS3, familiarity with Java Script, jQuery, Twitter Bootstrap 3.0, WordPress
- Fluent in Sketch, Adobe Illustrator, Photoshop, InDesign, Axure, Balsamiq, InVisionApp, After Effects

AWARDS & HONOURS

- Stood 1st in Karachi dIBootcamp for our project on visualizing honor crimes in Pakistan, held at the Centre for Excellence in Journalism, Institute of Business Administration, Karachi. The data set for the visualization was provided by Human Rights Commission of Pakistan.
- Stood 3rd in "Invent-The Entrepreneurial Challenge" (A Nation Wide Business Idea Competition) for 'Project Khoombi', out of more than around 150 teams organized by IBA (Institute of Business Administration), Karachi.
- Judge at Business Idea Competition, 2014 at FAST School of Management (NUCES-FAST, Lahore).
- Three logo designs were selected and published in Logo Nest Volume 02 (Annual Publication).

CO-CURRICULAR & EXTRA CURRICULAR ACTIVITIES

- Took the initiative and organized Pakistan's first ever Dribbble meet-up in Lahore. Brought together senior experienced designers from the industry to share their design processes as well as inspire and mentor young designers and startups in their early stages of design, addressing critical design questions including branding, prototyping, and visual design.
- Conducted and delivered various training workshops and courses including Web Design and Development at NUCES-FAST and UET, Lahore.
- Served as the President of NUCES Media Group at FAST NU, Lahore; organized Multimedia Competition at IEEE Week, 2010.

PORTFOLIO

Portfolio: <http://abdussalam.pk>

LinkedIn: <https://www.linkedin.com/in/imabdussalam>