

TAIMOUR SOHAIL

Product Design | User Interface & Experience Design | Customer Experience Designer

Contact Information

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Portfolio Links

🌐 www.taim8r.com

Behance behance.net/taim8r

Dribbble dribbble.com/taim8r

Instagram instagram/t8folio2

Profile

Passionate and enthusiastic computer science graduate with 7+ years of experience specializing in creating engaging and meaningful digital interactions, which are user centric, seamless, intuitive, visually appealing, and engaging customer interactions that drive business growth and digital transformation.

Education

Matriculation | 2009

Intermediate | 2011

Bachelors Degree, Computer Science | 2015

National High School

Govt. Degree College, Gulshan-e-Iqbal

Bahria University, Karachi

Work Experience

Consulting UI/UX Engineer - SAB

SAB - November 2024 to Currently Working | Contract

Responsible for

- Collaborated with cross-functional teams to simplify and create consistent, visually engaging design elements, resulting in a improvement in user retention and positive feedback on app reviews with reduction in application abandonment and faster processing times.

Responsibility of

- Designing and developing user interfaces that align with modern design principles and ensure a seamless user experience across all digital platforms. Translating user requirements into visually appealing and functional user interface designs to SAB Digital.
- Creating interactive prototypes, wireframes, and mockups to communicate design ideas effectively to stakeholders.
- Ensuring all designs are fully responsive and accessible across multiple devices and meet international accessibility standards (e.g., WCAG compliance).
- Establishing and maintaining UI/UX design standards and style guides to ensure consistency across all digital platforms. Staying up-to-date with industry trends and incorporating best practices into design workflows

Senior UX/UI Designer

Penumbra - October 2022 to October 2024 | Full Time

Responsible for

- As Hugo Bank's UX Manager, I design seamless banking and financial experiences, leveraging extensive user research to identify pain points and drive key product improvements throughout the customer journey
- As Product Designer for Alfardan Exchange - Qatar (Fintech), I led a project team to design a cohesive customer experience across all platforms, ensuring consistency in interface and interaction design throughout the entire user journey.
- As UX Lead for JS Zindigi BVS (Fintech), I spearheaded the creation of core user journeys and led a team of 4 designers to revamp customer service interfaces, resulting in a 35% increase in customer satisfaction ratings
- As a UX Designer, I developed a chatbot focused on instant responses, personalization, and enhanced user engagement, leading to a 22% increase in user satisfaction.
- As a UX Designer, I optimized the ONIC mobile application, significantly improving user engagement metrics.

Clients

- HugoBank (DRB)
- Alfardan Exchange (Qatar)
- JS Zindigi BVS
- HeyApp (Super App)
- United Bank Limited (UBL)
- ONIC (Telco)

Responsibility of

- Conducted user research, gathered raw data, and performed competitive analysis to inform data-driven design decisions.
- Developed user stories, storyboards, information architecture, and user flows, while creating high-fidelity wireframes.
- Designed user interfaces, interactions, and customer-centric products, ensuring intuitive and engaging experiences.
- Conducted UX audits for products, applications, and websites to identify areas for improvement and enhance user experience.

UI/UX Designer

Codevative - October 2021 - October 2022 | Full Time

Responsible for

- Designed and optimized the user experience and interaction for The Body Shop International (Gulf Region), ensuring a seamless and engaging customer journey across digital platforms.
- Conducted user research for GoQuo and GIATA to optimize ticketing and travel journeys, enhancing the overall user experience and streamlining booking processes.
- Led the implementation of telemedicine features in hospitals, improving digital healthcare accessibility and patient experience.

Clients

- Body Shop International
- Muscat Grand Mall
- Assarain Group
 - Assarain Foods
 - Assarain Concrete
 - Kalhat Services

Responsibility of

- Research on GIATA & GoQuo, Flights & Reservation methodologies, and 500+ case studies to simplify the experience of application and business.
- Ideation and execution of products and business.
- User Experience & Interface designs for CRM, SaaS applications.

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Work Experience (Continue)

UI/UX & Customer Experience Designer

Foree Pay - October 2020 to October 2021 | Full Time

Responsible for

- Implemented new features for the Foree App, including Group Payments, Split Payments, and Eidi, enhancing user functionality and payment options.
- Researched over 4,000 case studies to simplify and enhance the user experience for both applications and business processes.
- Developed and implemented a new user feedback system, resulting in a 25% reduction in customer complaints.

Responsibility of

- Conducted user research and competitive analysis, implemented customer feedback, created user stories and storyboards, developed information architectures, user flows, and Lo-Fi designs.
- Designed user experiences, interfaces, and interactions to drive product growth and enhance user engagement.

Clients

- Gift and Discounts
- Split Bills & Payments
- Group Payments
- Budgeting and Finance
- Personal Finance Management

Creative Design Executive

Intellexal Solutions - April 2019 to October 2020 | Full Time

Responsible for

- Designing visuals of Effie Awards winning Kifayat and Shariah campaigns for Bank Alfalah (Teamwork)
- Responsible for pitching and onboarding brands for ITS including SPAR and Pepsi Tanzania.

Responsibility of

- Creating user interfaces and interactions for multiple startups.
- Ideation of pitches, designing digital campaigns, designing UI for website and mobile application projects

Clients

- Bank Alfalah
- HBL
- Pepsi Tanzania
- Unilever Pakistan
- Askari Life Insurance
- SPAR
- National Foods
- Martin Dow
- Adamjee Life

Creative Design Executive

Creative Chaos - March 2017 to December 2017 | Full Time

Responsible for

- Designing Key Visuals for Toyota Corolla and Toyota Fortuner Launch Campaigns (2017).
- Creating Design guidelines and Key visuals for GreenO.

Responsibility of

- Responsibility of designing digital campaigns including key visuals and animations.
- Creating digital media campaigns & pitches for brands.

Clients

- Coca Cola Icecek
- Toyota Pakistan
- HBL
- Meezan Bank
- JS Bank
- Unilever Pakistan
- Shan Foods
- Ismail Industries
- GreenO Juice
- Soneri Bank

Junior Graphic Designer and Developer

Innovators Technology - 2015 to 2016 | Full Time

Responsibility

- Designing UI of inner web pages and mobile screens following social media campaigns and ads. Logo design and gif.

Clients

- The High Street Fashion
- Firdous Clothes

Tools

UI/UX Design

- Figma
- Miro
- Sketch
- InVision

Graphics & Animation

- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Adobe Premiere Pro
- Adobe Xd

Communication

- Zoom
- Google Meet
- Microsoft Teams
- Slack

Project Management:

- Jira (Atlassian)
- Trello (Atlassian)
- Asana

Documents Sharing

- Google Drive

Skills

UX Design

- User Interviews
- UX Research
- Affinity Mapping
- Information Architecture
- User Flow
- User Journey Mapping
- Wireframes

UI Design

- Interface Design
- Interaction Design
- Visual Design

Graphics & Animation

- Image Manipulation
- Illustrations
- Icons and Typography
- 2D Animation
- Video Edits

Characteristics

- Quick learning & Determination
- Systematic & methodical
- Detail oriented & organized
- Handling multiple projects
- Charismatic

Certifications

- Foundations of User Experience (UX) Design
Google

- UX Design: Empathize, Define, & Ideate
Google

- Build Wireframes and Low-Fidelity Prototypes
Google