Akber Ahmed

With a proven track record in UX/UI design across diverse industries including automotive, language learning, and fashion tech, Akber offers a collaborative approach to innovation. Proficient in wireframing, prototyping, and user-centric design methodologies, he is committed to keeping abreast of industry trends while fostering a culture of knowledge-sharing and ensuring projects are delivered on time.

Experience

Interface Designer

Snap Inc.

Berlin, Germany – May 2021 to Dec 2023

- Spearheaded the evolution of Fit Finder within the Snap ecosystem.
- Orchestrated usability tests using Maze and conducted comprehensive user interviews, in tandem with a User Researcher, to ascertain and address user requirements effectively.
- Collaborated with a multidisciplinary team of designers on the ARES Project.
- Provided mentorship and guidance to junior designers and user researchers.
- Established close collaboration channels with product managers and engineers to ensure seamless integration of design solutions.

Senior UX/UI Designer

Fit Analytics *(acquired by Snap Inc. in April 2021)*

Berlin, Germany – Nov 2019 to April 2021

- Led design efforts for Fit Finder and its associated add-ons, guiding iterative improvements informed by analytics and user research.
- Managed libraries, design systems, and documentation to maintain organizational efficiency and alignment with project goals.
- Executed usability tests, user research studies, and competitor analyses to inform design decisions and optimize product performance.
- Facilitated routine design syncs and critiques to foster collaboration, refine designs, and uphold design standards.

Product Designer

Lingoda

Berlin, Germany – Jan 2018 to Oct 2018

- Designed intuitive interfaces for Lingoda's digital products, ensuring consistency and strict adherence to brand guidelines.
- Collaborated cross-functionally to translate intricate business requirements into visually captivating designs and high-fidelity prototypes.
- Conducted comprehensive usability testing methodologies to optimize user experience and iteratively refine design concepts for maximum efficacy.

UX Design Junior Manager

Sixt myDriver

Berlin, Germany – Jan 2017 to Dec 2017

- Oversaw the design process for websites, apps, and marketing collateral, ensuring alignment with organizational objectives.
- Led a team in developing user-centered solutions, fostering creativity and innovation.
- Conducted thorough user research to inform strategic design decisions and enhance user experiences.
- Collaborated closely with product and development teams to align design efforts with project timelines and objectives.
- Maintained up-to-date knowledge of UX trends and best practices, integrating new insights into design processes for continuous improvement.

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Location: Berlin, Germany

Website:
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LinkedIn:
http://www.linkedin.com/in/akberahmed/

Languages: English (Native), German (A2), Urdu (Native), Hindi (Native)

Education: Indus Valley School of Art & Architecture | BA Communication Design 2011

Nationality: UK (With German PR)

Skills: User Flows, Wireframing, UX Design, UI Design, Prototyping, User Research, Usability Testing, Design Handoff, Collaboration with cross-functional teams, Mentoring junior designers

Design: Figma, Sketch, Adobe Creative Cloud, Invision, Axure

AI: ChatGPT, Google Gemini, Midjourney

Research: Maze, Fiverr

Collaboration: G-Suite, Notion, Miro

Senior Art Director

MullenLowe Group

Karachi, Pakistan – Aug 2015 to Mar 2016

- Developed innovative visual concepts for campaigns, ensuring they aligned with project objectives and brand guidelines.
- Led and mentored a team of designers, fostering a collaborative and creative work environment.
- Collaborated closely with clients to understand their needs and preferences, ensuring their vision was effectively translated into the final deliverables.
- Oversaw project execution, ensuring adherence to timelines and budgets while maintaining high-quality standards.
  Ensured brand consistency across all elements of design, maintaining a cohesive and professional brand image.

Senior Creative Associate

Leo Burnett

Karachi, Pakistan – Feb 2014 to Jul 2015

- Led collaborative efforts with diverse clients, demonstrating strategic vision and effective communication skills.
- Facilitated dynamic brainstorming sessions with the team, fostering creativity and generating innovative ideas.
- Spearheaded the development of innovative visual solutions, setting new standards for creativity and excellence.
- Ensured brand consistency across all visual elements, maintaining a cohesive and professional brand image.
- Delivered persuasive pitches to clients, resulting in successful outcomes and continued client satisfaction.

Visualiser

Ogilvy & Mather

Karachi, Pakistan – Oct 2012 to Jan 2014

- Conceptualized and developed creative visual solutions tailored to advertising campaigns, aligning with project objectives and client requirements.
- Produced high-quality graphic designs, illustrations, and layouts for a diverse range of marketing materials, meeting stringent quality standards and deadlines.
- Ensured consistency and strict adherence to brand guidelines across all visual elements, maintaining brand integrity and identity.
- Collaborated closely with the creative team to ideate and refine concepts, fostering a collaborative and innovative work environment.
- Presented and pitched creative concepts and designs to clients, effectively communicating ideas and garnering client approval.

User Experience Designer

Creative Chaos

Karachi, Pakistan – Jan 2012 to Aug 2012

- Designed intuitive and user-friendly digital experiences tailored to diverse clients and various user demographics, ensuring optimal usability and satisfaction.
- Collaborated seamlessly with cross-functional teams to align design strategies with user needs and overarching business goals, fostering synergy and efficiency.
- Crafted meticulous wireframes and prototypes for digital products, meticulously tailored to client specifications and requirements.
- Ensured seamless user journeys and interactions across multiple client projects, enhancing user experience and satisfaction levels.