ZULQARNAIN ANSARI

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CHIEF DESIGN OFFICER

Successful delivery of complex Strategic plan initiatives, Implementation, Business process optimization, Resource & Project allocations, and Creative designs for the end-user experience. Demonstrate a strong User focus design process; build long-term relationships & manage expectations appropriately in a flexible environment where requirements and procedures evolve.

Having 2 decades of experience in the CS field, I am an Accomplished strategist and solution-oriented Director with extensive experience developing creative teams & departments and managing idea-based ventures. Possess expertise in user experience strategic research, planning, and implementation to augment ROI and achieve trend-changing goals. Full software life-cycle experience including the analysis of initial requirements data with subject matter experts, building accurate analysis of business requirements, delivering well-defined gap analysis, and functional/technical specifications.

TECHNICAL KEY SKILLS ASSESSMENT

Business Experience	Leadership, Innovation/Ideation, Business Mind maps, UX Vision, UX Strategy, UX Metrix, Analysis / Strategy, Entrepreneurship, Organization Effectiveness, SWOT Analysis, Business Model Canvas, Estimations, Value Chain, Balanced Scorecard, Porter's Five Forces, SMART Goals, PEST Analysis, BCG Matrix, Canvas *(Lean / Apps / Projects)*, Cost / Benefit Analysis *Tools:* SLACK 4.27, MIRO 0.7, MS Office 16.63
Management	Documentation of ISO 9000:2001, ISO 9241, CMM Level-3, Team / Project / Process, Virtual Teams, Operations, Agile Methodologies, Kanban / Scrum Board, Timeline, Gantt Chart, Monthly Planner *Tools:* OmniPlan 4.4, Basecamp 4.7, SLACK 4.27, ASANA, Trello 2.13, Zoho, JIRRA 8.13, DropBox 152.4, Todoist 8.0
User Experience Research & Design	Human-Centered design process, GV sprints, Design sprints, Double Diamond, Brainstorm, Personas Development, Empathy Maps, Service Blue Print, Customer Journey Map, Product Roadmap, Visual Story Map, Lean UX Canvas, Look Mock Analysis, Flow Chart, Concept Maps, Brain Writing, Empathy Maps, Product Backlog, Retrospective, Workflow, Wireframing *(Lo Fidelity/Hi Fidelity)* Prototyping *Tools:* XMind 202206, FigJam 116, JustInMind 9.8, Lucidchart 2022, Invision Studio 1.28
User Interface Design	Creative Designing, Ensure Accessibility, Form follows function, User Pleasant Colour themes, Define Font families, Boost optimized Images, Mastery in Minimalism, Eliminate Errors, Responsive / Adaptive, Brand Guide, Style Guide Compilation, Collaborative creativity, Interface design, Interactive design, Product design, Visual design, Design patterns, Design system, DesignOps *Tools:* Sketch 90, Webflow 2022, Figma 116, Adobe CC 2022, Craft Manager 1.2, Wacom Tablet 6.3.25, Invision Studio 1.28

	EXPERTSDESK LTD.	Jun 2018 – Present
expertsdesk™ Pakistan's First UX Studio Since 2001	*Chief Design Officer*	

TRANSFORMING THE USER EXPERIENCE:
- Research, Define/Redefine, and Execute UX Vision and Strategy for the Company.
- Support innovative business models development *(delivered 2x disruption-opportunity presentations a year)*
- Improve experiences for customers by ensuring high-quality design, including ownership of all front-end interaction points *(Company website, Mobile Apps, All physical customer journey touchpoints)*
- Drive design standardization across the organization with biennial design-standard reviews and 2 to 4 training sessions per year

TRANSFORMING THE ORGANIZATION:
- Represent design at the top level of the organization: 2x CEO leadership monthly meetings, 3x to 4x annual board meetings
- Spread design by creating a common language and set of practices across the organization *(by hosting 2x educational sessions a month)*

TRANSFORMING THE DESIGN TEAM:
- Develop design team skills, supporting regular conference visits for different skill sets *(user-experience conferences, design conferences)*
- Nurture a thriving community of designers through monthly town halls, 2x monthly stand-ups
- Build and maintain the design team *(including 3x campus recruiting visits)*
- Represent organization's brand at functions and in press *(2 conference presentations a year, 2 articles)*
- Facilitate work sessions with product teams and users to define key design goals and requirements

	SYSTEMS LTD.	Aug 2017 – May 2018
systems	*AVP Experience Design Dept*	

Initiated and defined the Experience Design vision by providing strategy across the company along with the UX process planning & execution; developed top-notched user experience design team who are able to understand and implement the UX process.

Built synergies with marketing, product management, R&D, and customer support to define and execute the end-to-end customer experience at both the macro and micro interaction levels. Defined critical KPI metrics and business outcomes that deliver an ROI to the organization and communicate them effectively.

Key Accomplishments:
- UX Process Plan submission for CMM & UX projects for TeamViewer, Freeman *(PlanTour)*, Dooney and Bourke, Sapphire, KUIU, TransRe, Mattress Firm, ITBrain, Blizz, Department of Urban Planning & Municipalities, RMI, Punjab Group of Colleges, Milner Inc, Luis Martinez, Parkernycom, Rebecca Taylor, PCEMA: Pakistan Carpets Manufacturers & Exporters, Electric House, CPO Outlets, Empowerment of Craft SME, Postal Life Insurance *(PLI)*.

	EXPERTSDESK LTD.	Apr 2012 – Jul 2017
	Founder & UX Designer	

Created the customer success-focused vision, and founded a Design Studio with creative direction, UX strategy, planning, and execution; developed a design team to understand & implement the user-focused designs.

Key Accomplishments:

- Developed and maintained the business plan, objectives, strategies, and company culture.
- Assembled and lead the executive team to ensure their contribution to the organization's success.
- Defined critical KPIs, metrics, and business outcomes that deliver an ROI to the organization and communicate them effectively. Ensured that the product roadmap is aligned with the defined vision. Pilot the fundraising.

	ALLAINET LTD.	Jan 2012 – Mar 2012
	User Experience Consultant	

Utilized acute technical skills and fundamental knowledge of engineering to provide the UI / UX Consultancy for an online product DIRECTLY ME.

Directed all functions associated with the design department. Delivered projects/products vision and user experience design best practices to the team. Worked with the design team to develop professional plans by setting expectations and career goals

Key Accomplishments:

- Exercised hands-on approach and effective controls to manage UX, Creative Design, and HTML / CSS departments and train cross-functional teams.
- Coordination with development and Marketing departments

	FORMULATRIX LTD.	May 2009 – Jan 2011
	Lead Web Architect	

Provided UI / UX Consultancy for online products, reviews, and improved guidelines on projects over time, before and after launch.

Rendered leading expertise and directions to supervise the design department as well as HTML / CSS department.

Key Accomplishments:

- Extensively coordinated with development and Marketing departments to initiate effective designs and promote products. Web, Print, 3D, Animation, and SEO were part of my JD which I'd accomplished beyond expectations.

	NASEEB NETWORKS.	Sep 2007 – Dec 2008
	Senior Creative Designer	

Developed and executed XSL Transformation-based website through XML and XSL templates using the power of advanced CSS, and implemented by interacting XSL department (centralized structure).

Design creative in Photoshop and utilized Web Authoring (html, xhtml, css & web 2.0) to produce the best results.

Key Accomplishments:

- Steered effort towards Web Quality Management and validations (w3c compliance).

- Researched numerous verticals for Newsletter Publishing for ROZEE.pk and NASEEB.com.
- Researched, Structured, and Implemented a Centralized process to ensure the best speed and maximum quality for 100+ career and campus portals by reducing the time from weeks to hours.

PRIOR EXPERIENCE:

Manager Operations & UX Director • *Oct 2005 – Jul 2007* • *Elanist LLC [Projects, Clients Management]*

Multimedia Author • *May 2004 – Aug 2005* • *Feezible Solutions Pvt Ltd [Design, Animations]*

Web Administrator • *Oct 2003 – Apr 2004* • *Zarco Exchange Company Pvt Ltd [Design, Development]*

ACADEMIC CREDENTIALS

2019 **Masters in Linguistics**, PU – University of the Punjab
2005 **Bachelors in Computer Sciences,** PU – University of the Punjab
1998 **H.S.S.C. [General Science,** Garrison Science Degree College

PROFESSIONAL TRAINING COURSE UNDERGONE

1. IT Certifications 60+ **Brainbench** & Experts Rating Assessment till 2015
2. IELTS [Band: 6.0] by **British Council** Candidate #: 001062
3. Design Thinking by **Innovation Skills Institute** 2017
4. Master Innovation Ecosystem by **Innovation Skills Institute** 2017
5. Master Storyteller by **Innovation Skills Institute** 2017

PROFESSIONAL DEVELOPMENT & AWARD

1. Content Management **LUMS**
2. User Experience Research, Planning & Execution **Elanist**
3. Cross Browser Issues & Solutions **Udemy**
4. Design for DevOps **Coursera**
5. E-Business Flow **University of South Asia**
6. 2000 Mentorship Minutes @**ADPLIST** 2022 Credential #: 001062