



Asad Ali

UX/UI(Product Designer)

Profile

I'm a UX/UI Designer, design thinker, product designer, experience strategist, generative artist & human-loving introvert.

Over the 5-Years, I've collaborated with a diverse group of product teams, including Suave Solutions, Marham.PK and Rizq to create insight-led, human-centred products. I approach design and leadership with a focus on people, establishing empathy for the people who make and the people who use the products I help bring to life. My design practise combines design thinking, user research and experience strategy, with a relentless focus on the user. In my free time, I've started exploring new trends in the market build our skills through online courses and google case studies.

Experience

Dec 2021 - Present

Techesthete

Product Designer

Techesthete is Product based company. I am Working on Amazon, Walmart and Instacart Marketplace Tools, that helps to create the Campaign, and Manage Tools.

Oct 2020 - Dec 2021

Marham.Pk

Product Designer

I had the opportunity in this position to hone my skills in experience strategy and design thinking, working with discipline teams to collaboratively and creatively solve problems.

July 2019 - Oct 2020

Suave Solutions

UX/UI Designer

I worked on different projects. The main task was Enroute Pakistan. I worked on the website and mobile app. furthermore, I designed apps for them, apps Store and Play Store.

June 2018 - July 2019

Techvezoto.Ltd

Graphic Designer

Worked as Graphic Designer performed Digital Media Design & Outdoor Media Desgin

June 2016 - July 2018

Brownfox.Ltd

Graphic Designer

Worked as Graphic Designer performed Digital Media Design & Outdoor Media Desgin

Skills

| | | | |
|-------------|-----------|---------------|-----------|
| Photoshop | ● ● ● ● ● | After Effects | ● ● ● ● ● |
| Illustrator | ● ● ● ● ● | Premier Pro | ● ● ● ● ● |
| Adobe XD | ● ● ● ● ● | Figma | ● ● ● ● ● |

Contact

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Portfolio

www.behance.net/asadale

Education

2014 - 2018

BS-Computer Science
The Islamia University of
Bahawalpur

Hobbies

Sketching

Painting

Calligraphy

Language

Urdu ● ● ● ● ●

English ● ● ● ● ●