

Athar M. Hafiz

UX/ Interaction Designer



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atharhafiz

2016-2016

UX Architect Tandon Group

Collaboratively produce wireframes, sketches, journey maps, personas, and prototype using HTML and CSS

Manage content updates and improvements to 3 sites using Wordpress

Design and implement marketing campaign emails and landing pages

Serve as subject matter expert on design solutions and usability best practices

2008-2010

Asst. Store Manager Shane Company

Drive team performance to record breaking sales

Develop new sales training role-play scenarios

Design and orchestrate customer experience with real time feedback and training

Consistently lead the top 3 store in the country

2006-2007

Design Consultant Eastman Roofing

Interview with homeowners and set expectations

Inspect and measure existing structures

Design and specify optimal build solutions

Educate customers and negotiate contracts

2010-2016

UX Designer/ Sr. iOS App Reviewer Apple

Evaluate third-party applications based on guidelines and policies, providing feedback to software developers when appropriate

Create policy regarding optimization of app review workflow and best practices

Conduct card-sorts, user interviews, workflow observations and synthesize data in to personas

Produce wireframes, mockups, design specifications using Keynote and Sketch

2008-2008

Recruiting Manager Robert Half Intl.

Develop and maintain business relationships with hiring managers and executives

Manage CRM , cold calls, and on site visits

Match talent with contract and permanent roles

Recruit, advise and manage

2002-2006

Sr. Asst. Store Manager Apple

Analyze sales data, drive overall store profitability

Hire, train and lead cross functional teams

Performance reviews and career planning

Manage overall customer experience

Lead store presentation and visuals

Soft Skills

Empathy

Negotiation

Public Speaking

Relationship building

Leadership

Time Management

Interests

Archery

Bikram Yoga

Music

Photography

Travel

Foosball

Languages

HTML

CSS

JavaScript

Tools

Sketch

InVision

Photoshop

Experience

I design device agnostic experiences, solving interactions with low fidelity and then producing high fidelity mockups to present design rationale.

I prototype what I design using CSS, HTML, JavaScript, InVision, and other tools.

I enjoy collaborating with engineers on useful and elegant solutions.

Education



BFA Digital Media Art



UX/UI Design