

Shahraiz Tabassam

Self-taught, passionate and excellence-driven.

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work experience

S.TABASSAM

2010 - Present

Remote

Independent freelance consulting for branding, design UI/UX and website development.

ALCHEMATIVE SMC LTD

Lahore, Pakistan

CREATIVE LEAD

Mar 2016 - Nov 2016

Trained, managed, counseled and directed a team of designers and developers. Improved the company's branding. Designed for and pitched to some of the country's leading corporate clients such as Sapphire Ltd. and Forward Sports, the same company that produces the football for the FIFA world cup.

PRODUCT DESIGN LEAD

Nov 2016 - May 2017

The creative team had been sufficiently trained so I was promoted to work on designing and innovating new product ideas, creating prototypes, curation and streamlining the UI and UX design of existing products. During this phase, I also worked with clients such as the Pakistan Army to create an interactive Museum that uses Bluetooth Low-energy beacons to identify a visitor's indoor location and present multimedia relevant to the exhibits closest to them; this was a first in the region.

SOUNDVISION FOUNDATION

Chicago, United States (Remote)

DIRECTOR DIGITAL

May 2017 - Present

I create marketing plans, websites, project brand identities, product ideas, prototypes, technical implementations & integrations, vendor solicitation and development coordination. I design communications graphics for several advocacy and other campaigns. Just recently I did a campaign that went viral and managed to get 21 thousand email signups and 35.6 thousand social media shares within just 10 days.

interests

Good food, cooking, reading, learning something new, traveling and getting to know other people from different cultures. Coming up with better ways of doing things and learning languages.

education

BSc./B.Eng Electrical (Computer) Engineering

2011 -2015

COMSATS University Lahore.
Dropped out in Semester 5

Certification Design Thinking for Innovation

2019

University of Virginia Darden
School of Business

Certification Creation & Testing of Physical Prototypes

2018

National Digital Design Conference,
Islamabad, Pakistan

skills

Design

Branding, UI/UX Design, Interaction Design,
Prototyping, Communications Design

Development

Wordpress, Android, PHP, Swift, HTML, CSS,
a little JS and tinkering around in many other
languages and frameworks

Other

Writing, photography, ideation & innovation,
growth hacking, database design,
photography & videography

Languages

English - Native fluency
Hindi/Urdu - Native fluency
Arabic - Learning
Turkish - Learning