

Shahraiz Tabassam

Passionate, self-taught and excellence-driven creative with a never ending curiosity and deep-rooted love for engineering, technology and problem-solving through great design.

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work experience

S.TABASSAM 10 YRS
Lahore, Pakistan

FREELANCE CONSULTANT 2010 - PRESENT
Freelance consulting practice for branding, UI, UX design, & website development for over 100 international clients ranging from non-profits to Silicon valley startups.

ALCHEMATIVE SMC LTD 1 YR 3 MOS
Lahore, Pakistan

CREATIVE LEAD MAR 2016 - NOV 2016
I trained, managed, mentored and directed a team of designers & front-end developers with the goal of creating a culture of excellence. I redesigned the company's branding, websites & communications, helping it position itself in the enterprise software market. I designed for and pitched to some of the country's leading corporate clients such as retail giant Sapphire Ltd. and Forward Sports, the company that produces the football for the FIFA world cup.

PRODUCT DESIGN LEAD NOV 2016 - MAY 2017
After training the design team, I was promoted to work on innovative product ideas. I designed the UIs, Design Systems, UX Flows and prototypes for various software and SaaS offerings, often taking a crude idea and transforming it into a user-friendly end product. Additionally, I helped streamline the UI and UX design of existing products, websites and apps. I also worked with the Pakistan Army to create their interactive Museum experience that utilized BLE beacons to determine a visitor's indoor position and present content related to the exhibits closest to them. This was the first time something like this was being undertaken in the region and I handled the project end to end, performing R&D, beacon deployments, creating technical demo apps, UI/UX Design and stakeholder meetings.

SOUND VISION FOUNDATION 2 YRS 10 MOS
Chicago, United States (Remote)

DIRECTOR DIGITAL MAY 2017 - PRESENT
I work on all things digital at Sound Vision, ranging from planning, strategy and vendor negotiations to design, development, marketing, trainings and integrations. During the course of my work, I have helped evaluate, acquire, set up and integrate the software being used for advocacy across 4 human rights and anti-genocide campaigns reaching out to hundreds of thousands of people. I designed, developed and optimized these campaign websites to be user-friendly and conversion driven, with many of our petitions going viral. One in particular got over 100,000 people to sign up in less than 10 days.

With this job, I've learnt to work in a limited resource, high-pressure and quick turnaround environment, sometimes single-handedly planning, designing, developing and delivering an entire campaign in as little as 2 days.

I've also had the opportunity to work on branding, UI and UX projects such as designing the logo and app for Radio Islam (America's first daily Muslim radio show) and the UI and UX of web and mobile apps for the One America Coalition.

testimonials

"A truly remarkable individual with a very keen sense of observation. His design thinking and customer-centric approach to problem-solving are above anyone I had ever met. He is a true mentor and his team evolves in ways, you cannot predict. He has the ability to see the diamond in the rock and also set the path for it to become one."

M. Umar Farooq | CEO, Alchemative SMC LTD | Lahore, Pakistan

"Shahraiz is a true professional and has amazing grasp of the software development concepts. His foresight, experience, skills, attention to details and penchant for helping out others makes him a valuable asset to the team."

Syed Anab Imam | RoR Developer, Genome Digital | New York, USA

education & training

2011 -2015
BSC./B.ENG
Computer Systems Engineering
COMSATS Lahore (Dropped out in Semester 5)

2017
WORKSHOP
Creation & Testing of Physical Prototypes
With Ali Murtaza, UX Design Lead,
Ricult | ND2C

2018
WORKSHOP
Google Conversation Design Workshop
With Saba Zaidi, Staff Interaction Designer
and UX Manager at Google HQ | ND2C

2019
CERTIFICATION
Design Thinking for Innovation
University of Virginia,
Darden School of Business | Coursera

2019
CERTIFICATION
Design for Neural Networks and AI Interfaces
LinkedIn Learning

2019
CERTIFICATION
Introduction to Artificial Intelligence
IBM | Coursera

2019
WORKSHOP
Interactive Workshop on Branding
With Laura Berglund, Associate Partner,
Pentagram | ND2C

skills

DESIGN

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

APPS

Balsamiq, MindNode, Adobe Illustrator, XD,
Photoshop, InDesign and most other tools.
Mostly work on Sketch, Principle and Invision
but have played with Figma, Framer, Zeplin
and other tools and am a quick learner.

DEVELOPMENT

Wordpress, Android, PHP, HTML, CSS, a wee bit of JS
and have tinkered around in most common languages.
Passively learning Flutter and AI in my spare time.

OTHER

Writing, photography, ideation & innovation,
growth hacking, content-creation

LANGUAGES

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