

# Mujtaba Jaffari



Visual & Product Designer | Design Mentor | Gold Medalist  
in Art & Design | Design Consultant

## Contact

mailto:jaffari@gmail.com  
mujtabajaffari.com  
+92 345 9142541

## Education

### Bachelor of Arts & Design Honors (4 years)

University of Peshawar, Pakistan,  
Session 2006-10, 1st Division,  
Gold Medalist

## Portfolio

### Website

<http://mujtabajaffari.com/>

### Dribbble

<https://dribbble.com/mujtabajaffari>

### Behance

<https://www.behance.net/MujtabaJaffari>

## LinkedIn Profile

### LinkedIn

<https://www.linkedin.com/in/mujtabajaffari/>

## Design Mentor

### Adplist.org

<https://adplist.org/mentors/mujtaba-jaffari>

## About

A Visual & Product Designer, designing UI/UX for digital products, mobile apps, and websites where I use 'DESIGN' to solve complex user problems. I'm doing this for more than 10 years now where's my main focus is to design human-centered design and experiences that are meaningful. The gold medal in art & design really helped me to capitalize on this. Specializing in user interfaces (UI), user experiences (UX), interaction & brand design.

## Experience

2021 - 2023

### Product UX/UI Designer

AppGen Studio | Product + Design Agency

UI/UX design of healthcare SaaS products for the Canadian market.

2016 - 2021

### Product Designer | Design Lead

Troon Technologies | Software & Design Agency

Lead the team of UI/UXI designers on different projects/products. Understanding the project requirements, helping out on specs documents, provided wireframes, style guides, design systems, UI design, prototypes, and interactions of websites, web, and mobile apps. Managed and designed from start till finishing the release of design projects with the help of the Product VP. Worked with developers to ensure successful implementation of the designs. Design and develop the company's new brand identity and created all branded collaterals.

2014 - 16

### Design Director | Partner

Telemutants (pvt) Ltd. | Product Company

- Design and Partner in different web products including EVENTDE, an online event organizing application. PAK MOBILE HUB, a dynamic website for buying, selling & exchange mobile phones (featured on Capital TV and article published in Phone World Magazine).
- Design UX/UI of multiple web products including the TELECONVEX, an application that enables organizations to communicate more effectively with their beneficiaries, AVASTAR, an application for the call center.

## Tools

Figma  
Adobe XD  
Adobe Photoshop  
Adobe Illustrator  
Invision  
Slack  
Miro  
Zoom

## Activities

Running  
Hiking  
Books  
Talking about design  
Spend fun time with my lovely daughters

## Wish List

Travel around the world  
To highlight the true beauty of my motherland Skardu - Northern side of Pakistan (A land where the world's second tallest mountain K-2 is located)



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2013 - 14

### Visual & Product Designer

Raabta Consultants | Product Company

- Design brand and UX/UI of multiple web products including the BENCOMMBOX, an application that enables organizations to communicate more effectively with its beneficiaries, THE WORKBENCH, an application for co-working space.
- Design and develop the company's new brand identity and created all branded collaterals.
- Design supporting publications for Raabta Consultants including but not limited to brochures, white papers, flyers, newsletters, editorials, and advertisements.

2012 - 13

### Design Director | Partner

Creative Dolphins | Design Agency

- Design layouts and templates for different websites.
- Design brand and websites for clients of different industries.
- Launched a logo design service provider website named CLOUD9LOGOS.
- Design and develop logos, branding, and corporate identity for clients.
- Design both print and digital projects, including social media campaigns, online and offline advertising.

2011 - 12

### Design Director

WAYA Communications | Design Agency

- Design full advertising campaigns for clients.
- Work closely with the Creative Director on different projects.
- Manage supplier relationships, including printers, merchandise companies, and publication companies.
- Design both print and digital projects, including social media campaigns, online and offline advertising.

2010 - 11

### Senior Visual Designer

WAYA Communications | Design Agency

- Design brand and websites for clients of different industries.
- Design artwork for merchandise, stationery, and display items such as banners and conference booths.
- Design supporting publications for different national and international clients including but not limited to brochures, white papers, flyers, newsletters, editorials, and advertisements.
- Design and develop logos, branding, and corporate identity for clients.