

# SALMAN ZAFAR

## USER EXPERIENCE DESIGNER

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PROFESSIONAL PROFILE

Strategic and results-driven UI/UX designer with 15+ years of experience crafting human-centered digital experiences across product design, UX strategy, branding, and digital communication. Proven track record of transforming complex user journeys into intuitive, frictionless experiences that elevate engagement, build trust, and drive measurable business outcomes.

Skilled in end-to-end product design — from user research, journey mapping, and information architecture through wireframing, prototyping, and interaction design. Adept at translating complex business objectives into scalable, user-centered digital solutions across B2B and B2C products spanning media, SaaS, and service platforms.

CORE COMPETENCIES

UX RESEARCH & STRATEGY

User Research • Persona Development • Journey Mapping  
• Heuristic Evaluation • Usability Testing • Information Architecture • Accessibility • CRM Technology

PRODUCT & INTERACTION DESIGN

Wireframing • Prototyping • Interaction Design • Design Systems • User Flows  
• Visual Design • Conversion Optimization • Responsive Design

TOOLS & TECHNOLOGIES

Figma • Sketch • Adobe XD • FigJam • Miro • Photoshop • Claude • Google Analytics • Canva • Adobe suite

LEADERSHIP & COLLABORATION

Cross-Functional Teams • Agile Methodologies • Stakeholder Management  
• Workshop Facilitation • Design Thinking • Mentorship

FEATURED PROJECTS

Lifensure.ca — Product Design

Designed end-to-end onboarding and quote flow through user research, journey mapping, and iterative prototyping.

100% task completion

Callead.ca — B2B Platform UX

Restructured information architecture and user flows for a B2B service platform, validated through usability testing.

+10% engagement • ~80% tickets

Burgerbloc.ca — Digital Experience

Led UX and visual strategy for digital campaigns and customer touchpoints across web and social channels.

100% task completion

PROFESSIONAL EXPERIENCE

User Experience Designer | Freelance I Lifensure Group

Nov 2025 – March 2026

Mississauga, Ontario

- Led end-to-end UX strategy across discovery, research, wireframing, prototyping, and usability validation reducing average onboarding time by 10% through iterative design improvements.
- Redesigned onboarding, quote generation, and payment journeys for client platforms, cutting user drop-off rates by up to 50% and measurably improving conversion performance.
- Conducted user interviews, competitor benchmarking, and heuristic evaluations, surfacing key pain points that informed design decisions and reduced support tickets by ~80%.
- Translated complex business requirements into intuitive digital workflows and scalable design systems used across multiple client products.
- Collaborated with cross-functional stakeholders to align UX strategy with product roadmaps and business objectives.

- Directed brand strategy and digital experience design across web, social, and marketing channels, driving a 40% increase in campaign engagement.
- Applied UX principles to customer-facing digital touchpoints, improving usability and brand consistency across all channels.
- Led creative production and cross-functional collaboration with marketing and product teams to align design with business growth objectives.

## PREVIOUS EXPERIENCE

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*Earlier roles where visual storytelling, stakeholder communication, and audience-centered thinking built the foundation for a UX career:*

**Fashion Editor** | Sunday Magazine · Lahore, Pakistan

2010 – 2017

- Led editorial strategy, fashion content production, and visual storytelling initiatives for print and digital audiences.
- Increased advertising revenue by 40% through elevated content strategy and commercial partnerships.

**Public Relations Manager** | NetSol Technologies Ltd. · Lahore, Pakistan

2013 – 2014

- Developed executive communication strategies, media relations initiatives, and brand positioning campaigns for leadership and technology launches.
- Collaborated with senior executives and external stakeholders to strengthen brand visibility and market presence.

**Art Director** | Pace Pakistan Ltd. · Lahore, Pakistan

Jan 2009 – Nov 2012

- Spearheaded integrated ATL and BTL marketing campaigns in collaboration with business development and sales teams to enhance brand visibility, customer engagement, and campaign effectiveness.
- Directed end-to-end creative development of multi-channel advertising campaigns, from concept ideation through execution and launch.
- Partnered with cross-functional stakeholders to align creative strategies with business objectives and market positioning initiatives.

**Art Director** | WorldCall Telecom Ltd. · Lahore, Pakistan

Jun 2006 – Jan 2009

- Led creative direction and production of print, digital, and advertising assets, ensuring brand consistency across all customer-facing channels.
- Developed integrated marketing materials and promotional campaigns supporting product launches, customer acquisition, and retention goals.
- Oversaw photography and video production to create compelling visual content for brand campaigns and communication initiatives.

**Web Designer** | First Capital / WorldCall Group · Lahore, Pakistan

Jun 2000 – Jun 2006

- Designed websites, digital assets, and branding materials to enhance user engagement and strengthen online brand presence.
- Created intuitive website interfaces and collaborated with marketing teams on digital communication initiatives.

## EDUCATION

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Post-Graduate Certificate, User Experience Design

Humber Polytechnic, Toronto | 2026

**UX Design Certification**

General Assembly, Toronto | 2018

**Bachelor of Graphic Design**

National College of Arts, Lahore | 2000

**AWARDS & RECOGNITION**

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- Recognition for Interactive Web Portal Design — Pepsi International
- Designer of Official Web Portal — Pakistan Hockey Federation
- Award for Pakistan's First Customized Web Portal — megaeast.com
  
- *References available upon request*
  
- *Year Acquired*