



Muhammad Arshad Anjum

UX DESIGNER WITH A CAN-DO ATTITUDE | passionate about mapping business goals into better ROI.

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EDUCATION

MSc Human computer interaction Uppsala University Sweden

// Sept 2010

Major Subjects studies: Scientific Methods in HCI, User Interface Design and Practices, Theories and Models in HCI, Usability Evaluation Methods, User Centered Systems Design, Advanced Interaction Design, User Interface Programming, Project in Human-Computer Interaction, Humans in Complex Systems, Perception and Visual Design, Internet and New Media

Interaction design Foundation Design Thinking: Ultimate Guide

// Nov 2022 (Continue)

BS (cs) Bachelor's in computer science Islamia University Pakistan

// Sept 2003

Google UX design Professional certificate Coursera

// March 2022 - Present,

UX & Graphics design Talent Garden innovation school Denmark

// Nov 2021

EXPERIENCE

Interaction Designer at social media startup: Lifebondor

// Oct 2018 – Present

User Experience Designer: Binarytrix

// September 2018 – September 2021

I started with a startup and gather people together I never market myself as a founder or a cofounder because it was a team effort and I was just part of the team. It was a great journey and learned a lot about entrepreneurial skills. Entrepreneurial ROI mindset led me to better understand business needs, goals, and expectations I Interfaced with clients to crack needs and goals, and expectations to develop a positive, meaningful, impactful, and visually motivating user experience. Translated traditional requirements list into UX-focused product through an Exploring, qualifying, and validating process and conducted UX audits. Strategized deliverables and handed over design elements, templates, and brand consistency to engineering.

Marketing assistant Hallo Mobile Copenhagen

// April 2014 - April 2016

Maintained organized, presentable merchandise in order to drive sales. Communicating with end customers in relations to answers queries. Create digital products advertising and placing them on different websites to drive traffic. Supporting the marketing team and other colleagues.

SKILLS

Technical

Figma // Adobe XD // Balsmiq // Adobe Photoshop & Illustrator

Design

User research // Market research // Wireframing // Usability Testing // Iterative process //

Prototyping // Responsive Web Design // Mobile Applications // Interaction Design //

Product Management // Concept Development // Presentation

Collaboration

Self-management // Teamwork // Communicative // Gives design critique + feedback //

Strong presenter // Detail-oriented // Collaboration // workshop facilitator