Hello, I'm

Sherjeel Javed

Multi-disciplinary designer

Scan me

I′m a multi-disciplinary designer with an emphasis on product design, having over a decade of experience building interfaces and user-centric experiences for a wide range of products.
As in process, my design philosophy is function over form. I believe the true battle is to simplify things for the end user by utilising empathy as the primary tool to advancing decisions forward.

It takes time and care to simplify a somewhat complex idea, whereas anyone can complicate things.

hello.

Print

A glimpse of my advertising design work done for
various brands from concept to final artworks

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Karachi, Pakistan
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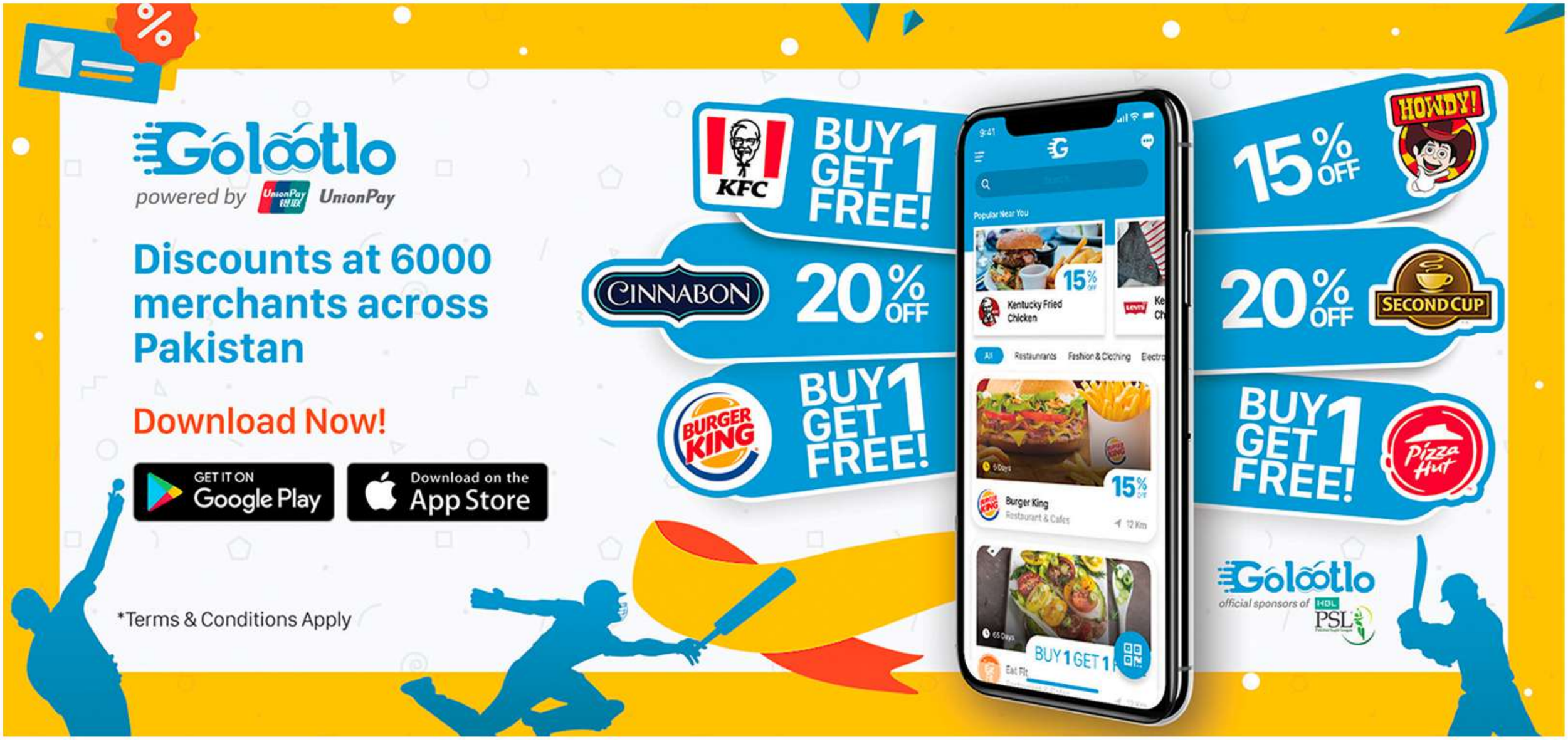
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Logo Design

Brief skill showcase of visualising creative concepts in a variety of forms and lockups

CALM

runtastic

4

project 8

pippa

CEDAR POINT
Financial Services

manhattan

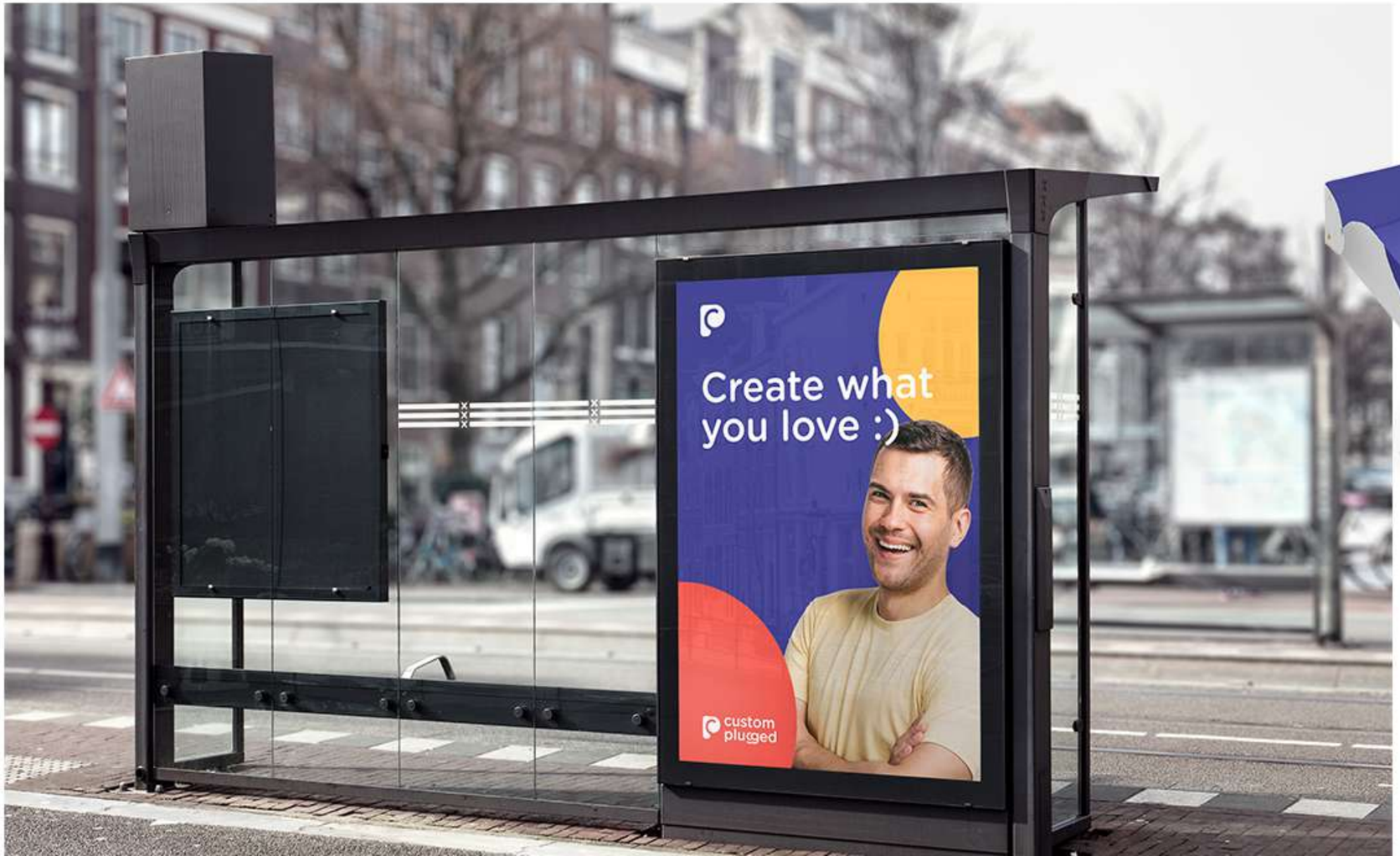
Branding

A full-scale branding exercise that includes ideation using moodboard and rough draft sketches based on client brief and questionnaire. Later various iterations may be developed to hone in on what works best by using stylescapes and refined logos for presentation. Final output includes a branding guide book along with svg assets, photography, tone of voice etc.

Gotham Rounded
San Francisco Display
custom plugged

notebook

thank you!
We always love to put a smile on people's faces. It is amazing to have creative people like you as our customers.
Hope you enjoy your creation and let us know if you would need any assistance.
custom plugged
create what you love!
Search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Product Design

Product design entails defining the overall strategy, concept, functionality and aesthetics of the product. It is essentially a cohesion of UI and UX disciplines to create synergy for a successful end-end product.

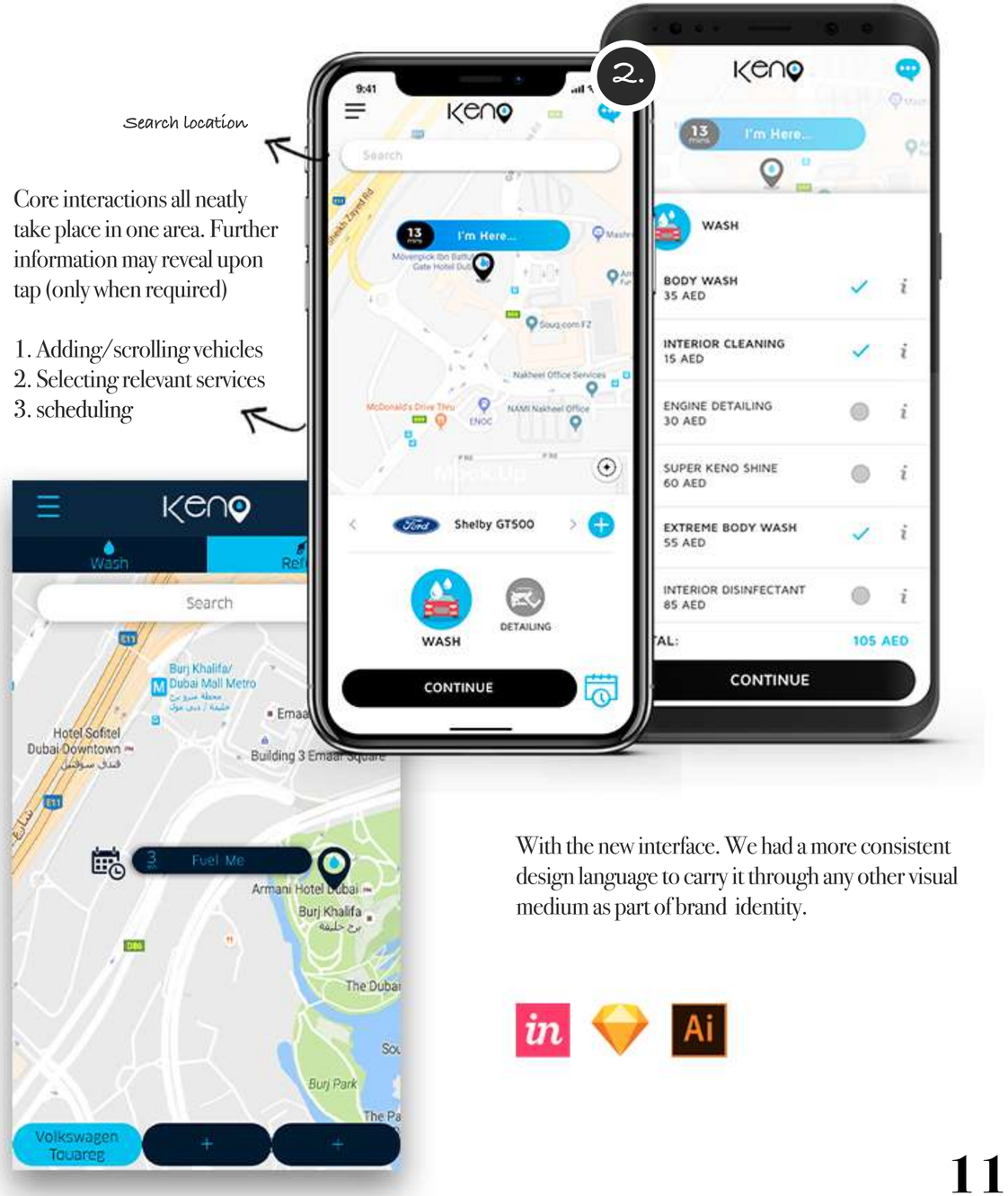
KENO

The challenge

When joined keno, one of the most important role as being the only UI/UX designer in the team, was to analyse the current user interface and experience of the application and make sure it is optimized to adhere not just the technical but the UX standards.
The app interface/experience had many UX issues including some fundamental problems such as unnecessary complications in interaction and unintuitive interface that had friction - eventually inhibiting the usage.

The solution

One of the main challenges was to simplify the UI while keeping it user-friendly and minimising friction.
The core interaction is now kept at the bottom of the screen optimizing the utilisation of space and further revealing of information only when needed.



With the new interface. We had a more consistent design language to carry it through any other visual medium as part of brand identity.

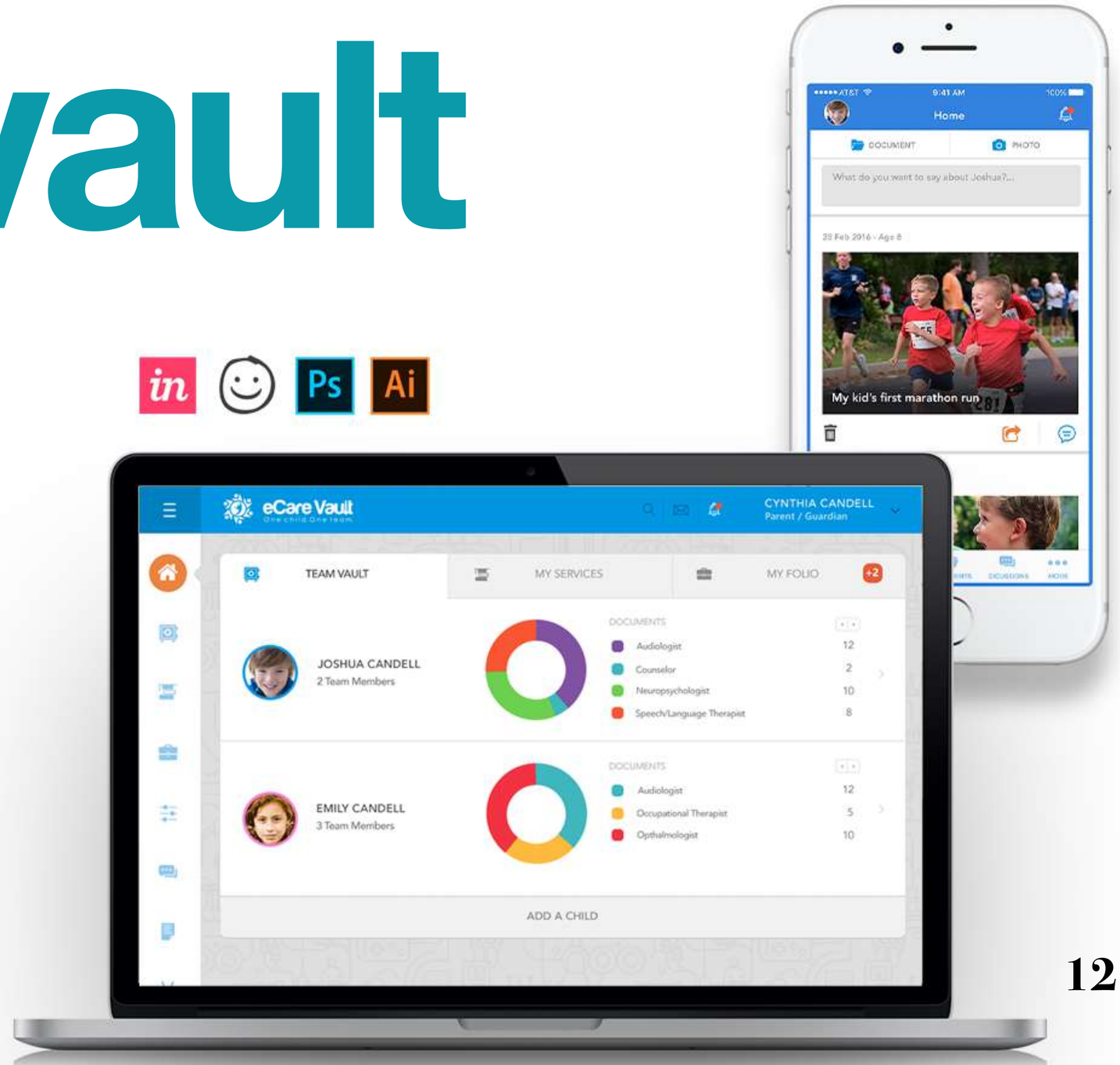
Ecarevault

The challenge

Ecare came to me as just an idea in the form of crude wireframes and sketches and very unclear business model. As a UX & UI person, my job was to bring in clarity and refine the idea while working closely with the Product

The solution

We refined the idea and made informed decisions for a clear user flow. This also helped us build a structure and hierarchy of the application.We identified key user persona and built the website structure according to their needs and aligned them to the business goals.



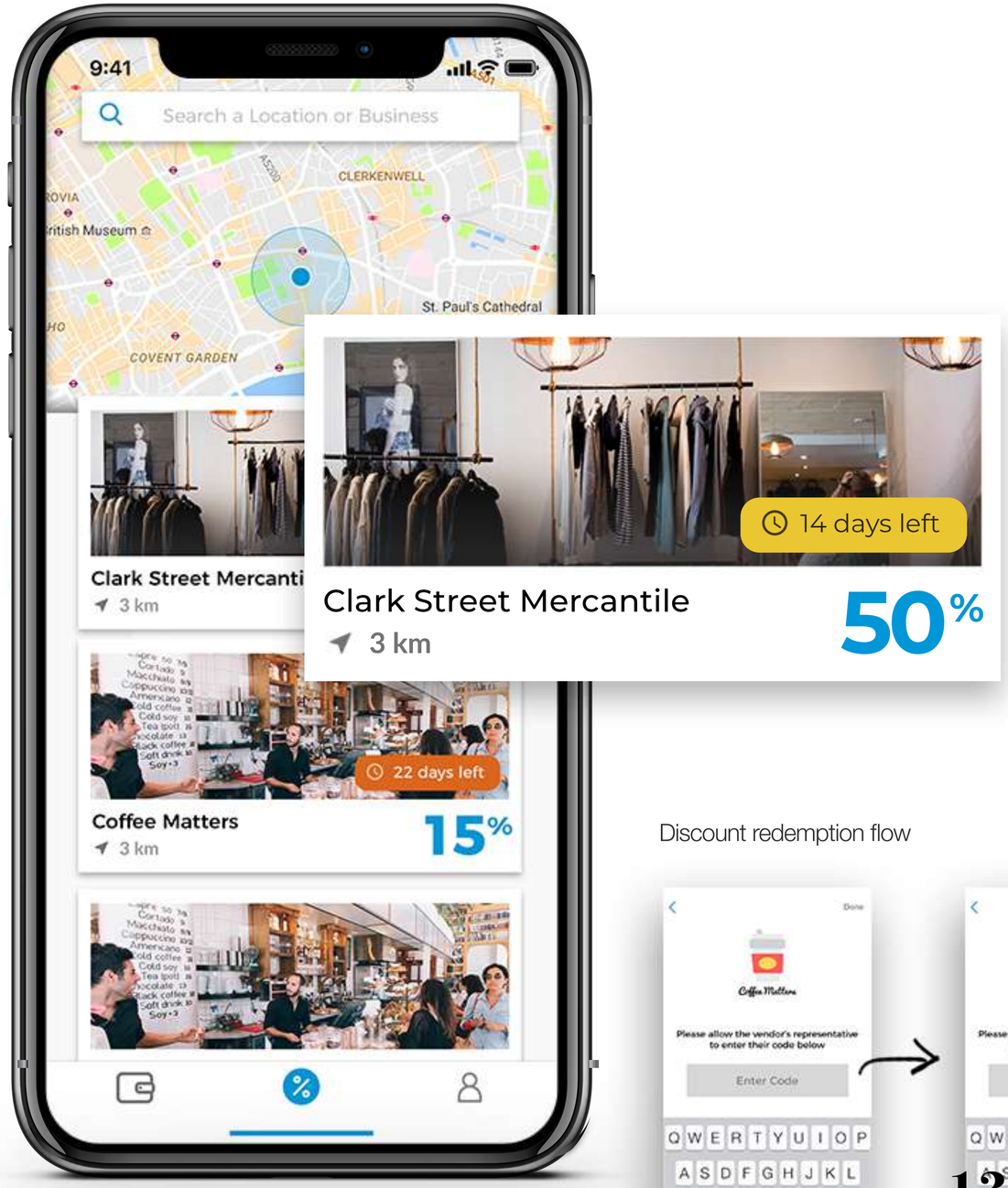
Golootlo

The challenge

The idea of the app was to simplify discount access which are available from all the major small to large businesses across the city. The task was to design an app that is user-friendly and seamlessly integrate the third-party API for payment process etc and a dynamic range of business details in tho one single consistent user experience.

The solution

I designed an experience that is simple and displays important information at a single glance. An intuitive iOS interface that is simple and easy to use, targeted towards low-mid level smartphone users ranging from age 21 - 65 (Men & Women).
Important interactions such as discount redemption are kept simple and quick considering the action takes place at the checkout (POS).



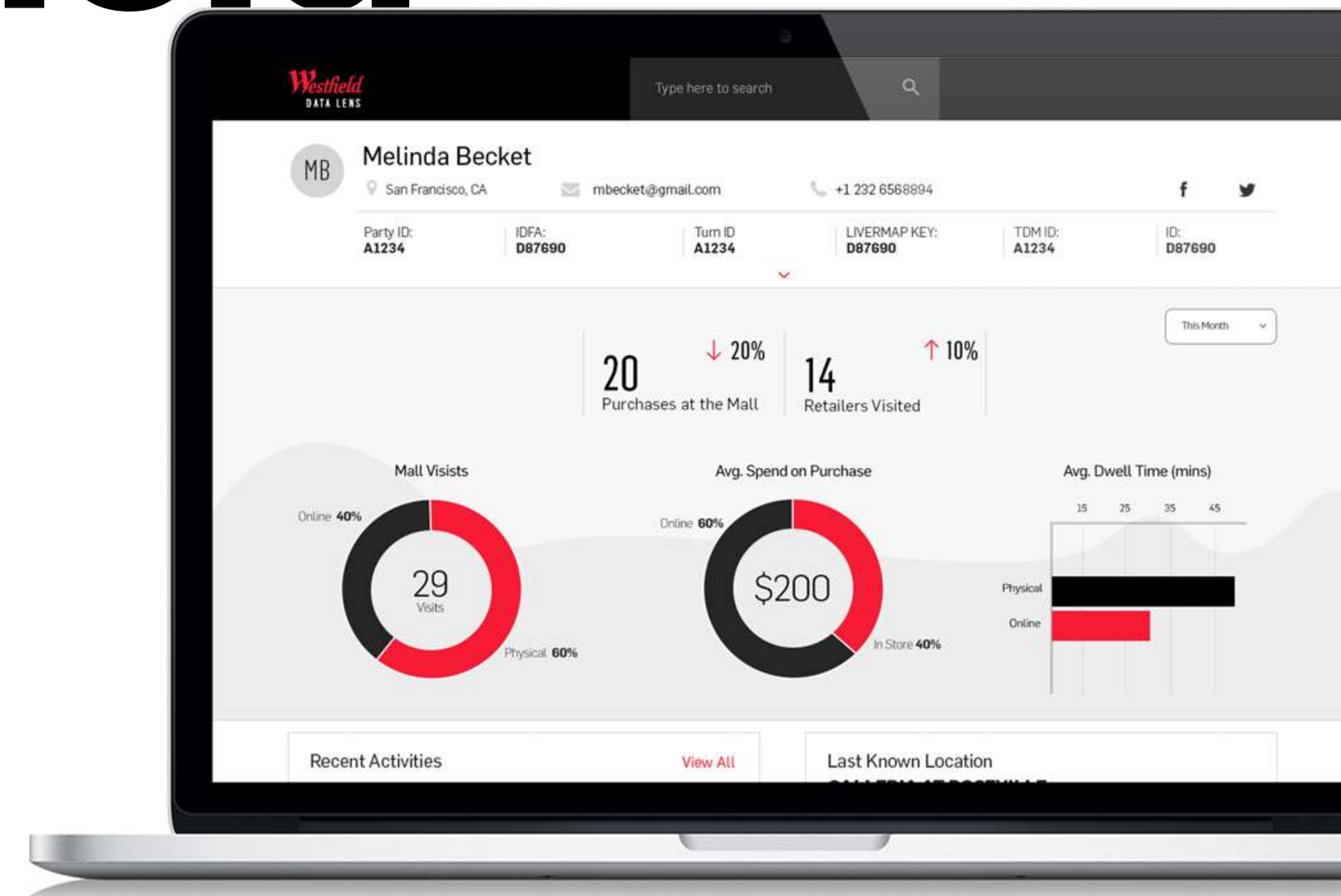
Westfield

The challenge

The task was to design a web interface for Westfield's internal team to monitor customer activity and to visual that data in a meaningful manner. Some details were very dynamic and hard to predict in terms of character length and made it harder for it to allocate a consistent screen real-estate.

The solution

I designed an experience that is minimal and simple yet effectively communicates the required data in the form of infographics and interactive elements.
Some internal level details that are mostly dynamic, with variable character length reveal on click as a drop-down interaction.This interaction neatly tucks away info. for only when needed saving some precious screen real-estate.



Colgate

The challenge

The task was to design an experience for colgate's sales rep. worldwide community. The representatives primary job was verify Colgate certified stores across the globe and to update them in a consolidated system connected with each other.
A web (Admin) and a mobile (Rep.) experience had to be developed that provides necessary information + management tools and engages the users respectively.

The solution

For ADMIN:
I designed an experience consolidates all of the relevant information as well as provides management tools for tasks like adding/removing reps. , Tracking progress of groups/units across the community.

For Reps:
I designed a gamified + Social experience which encourages engagement creating a social community for the reps globally.

Software Proficiency

Adobe creative Suite

Invision

Balsamiq

Sketch

Figma

Skill Proficiency

User experience design

1. Design thinking
2. Empathy mapping
3. User personas (invalidated & validated)
3. User testing
4. Qual. and quant. research
5. UX audit + Heuristic eval.

Use interface design

1. Color theory
2. Design principles + elements
3. Typography
3. Design systems
4. Illustration
5. Mobile + Web interface design

Graphic design

1. Color theory
2. Design principles + elements
3. Typography
3. Design systems
4. Illustration
5. Printing (DTP + offset)

Thanks

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+**92** 332 343 5651

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