

Hello, I'm

Sherjeel Javed

Multi-disciplinary designer

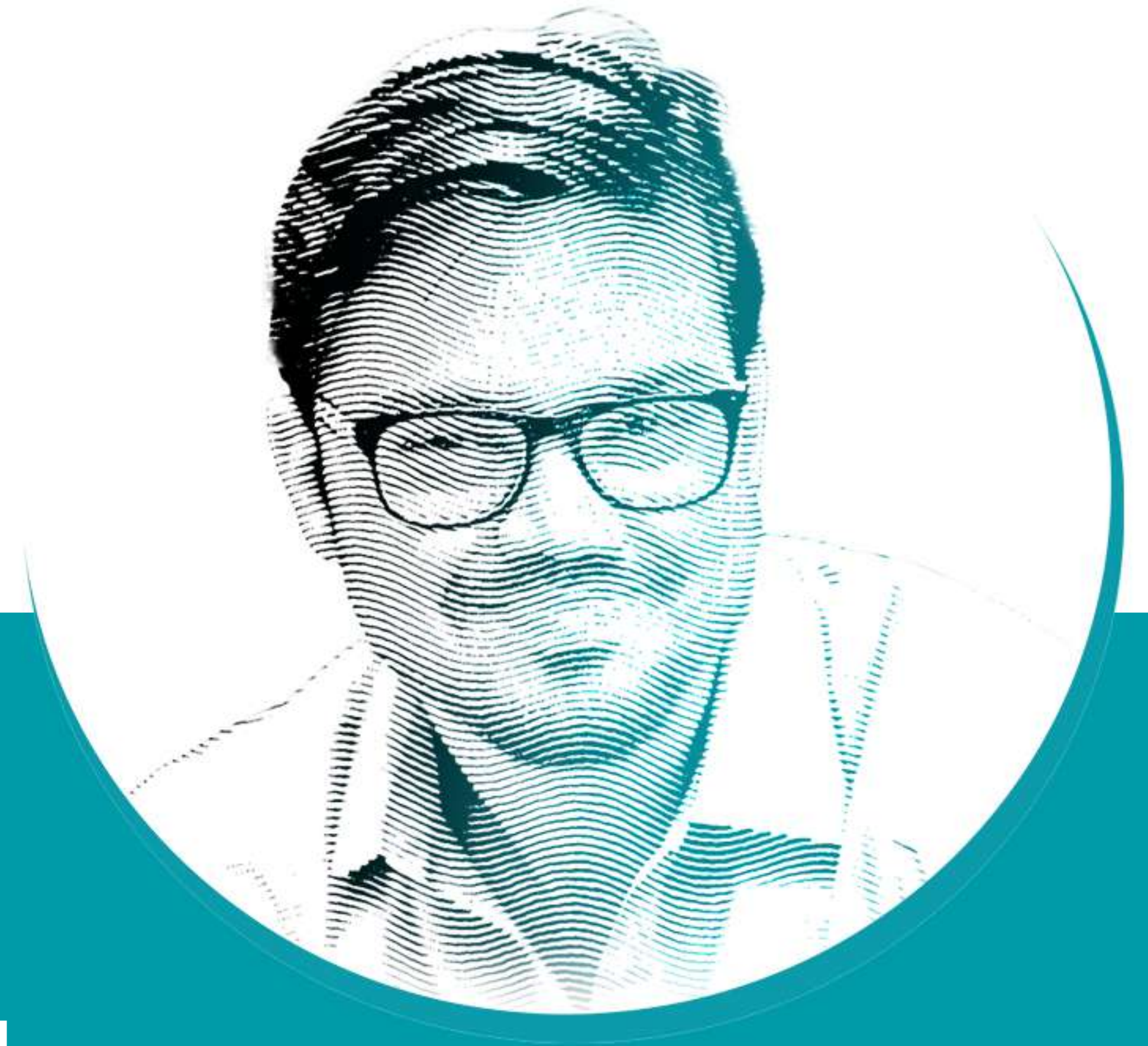


Scan me

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.

In my design approach, I prioritize function over form. I firmly believe in simplifying user experiences through empathy-driven decision-making, ensuring that every design choice advances usability and user satisfaction.

hello.



Print

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



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PAKISTAN OPEN SQUASH TOURNAMENT

28 NOV - 02 DEC '18

Karachi, Pakistan

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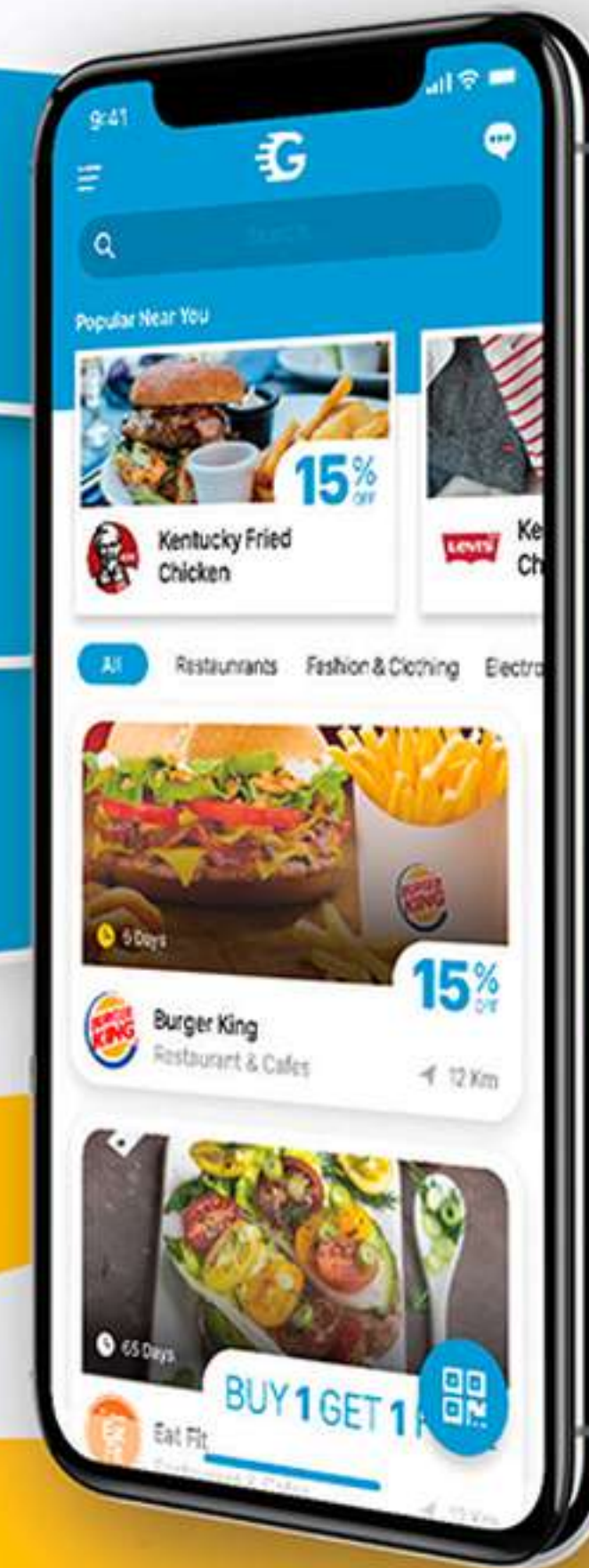
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Logo Design

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

CAFM

 **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

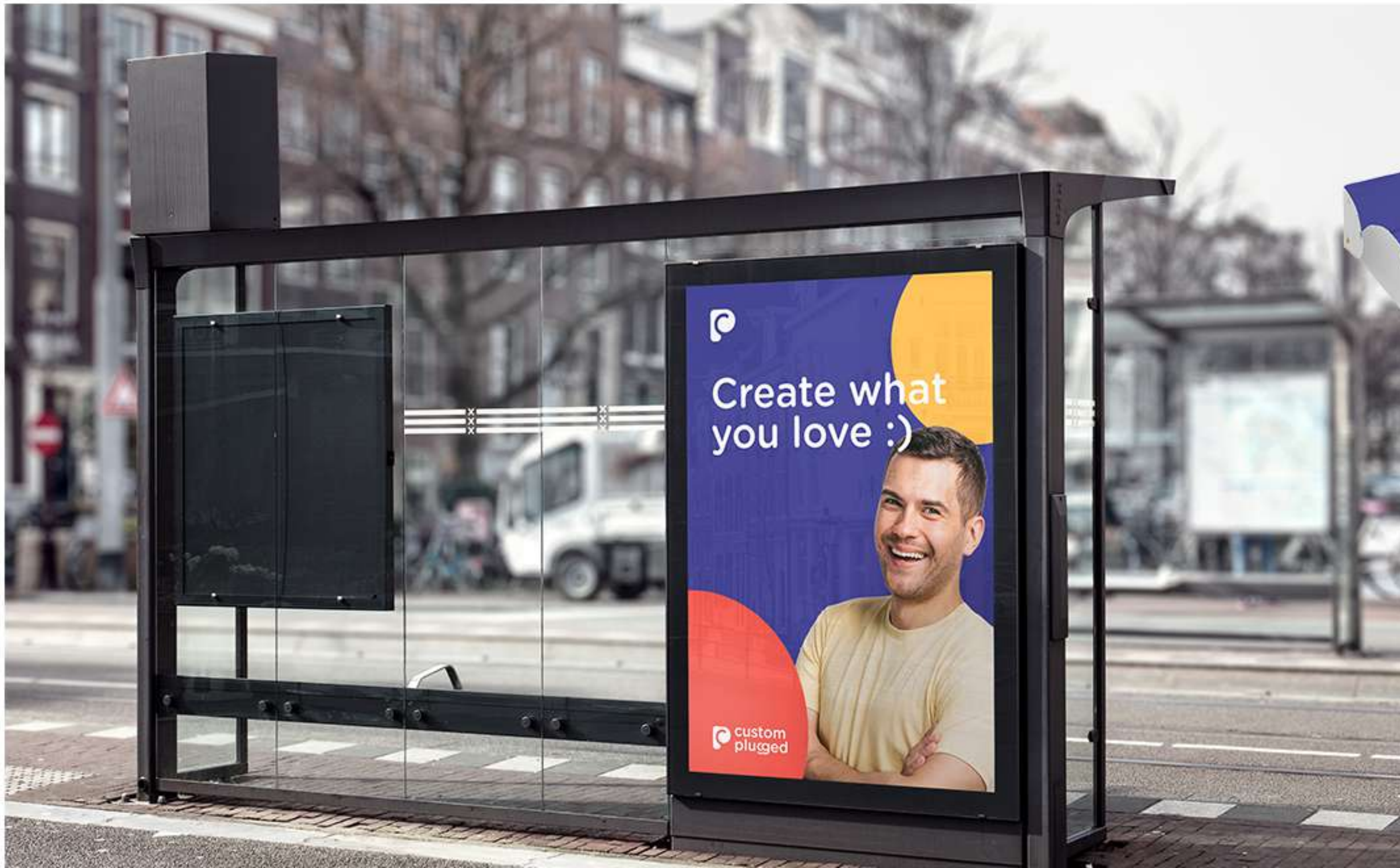


thank you!

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



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

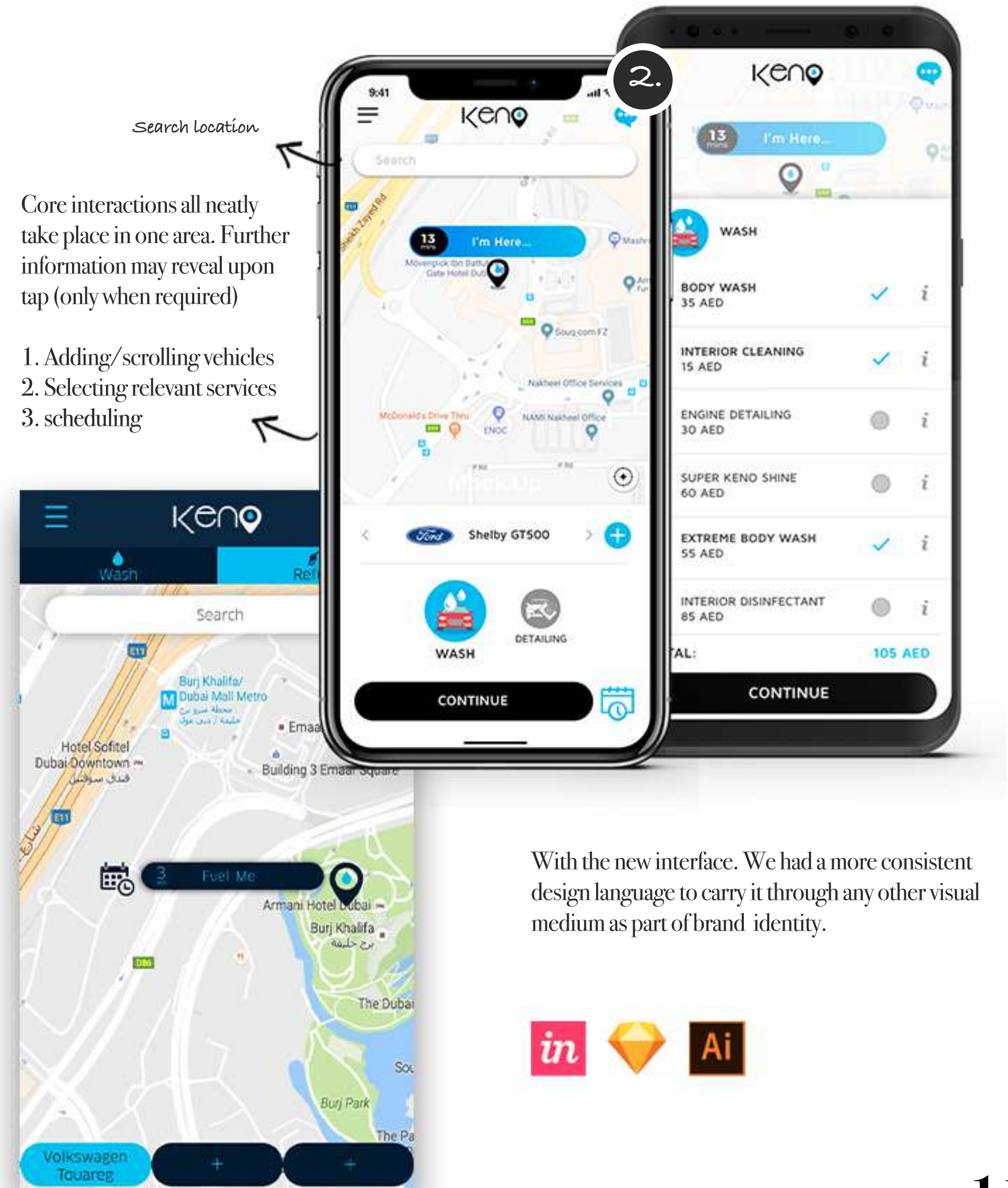
When joined keno, one of the most important role as being the only UI/UX designer in the team, was to analyse the current user interface and experience of the application and make sure it is optimized to adhere not just the technical but the UX standards.

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.



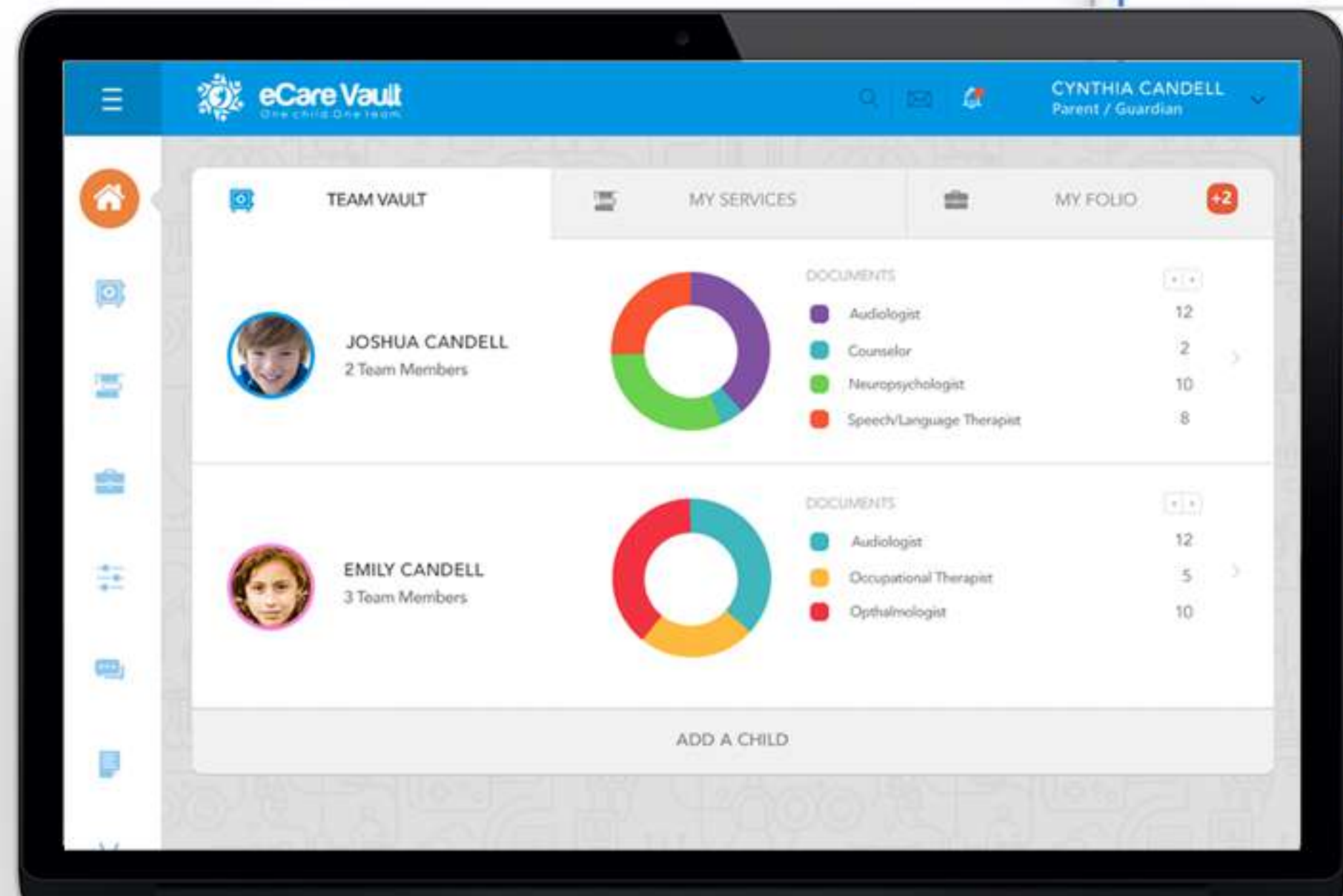
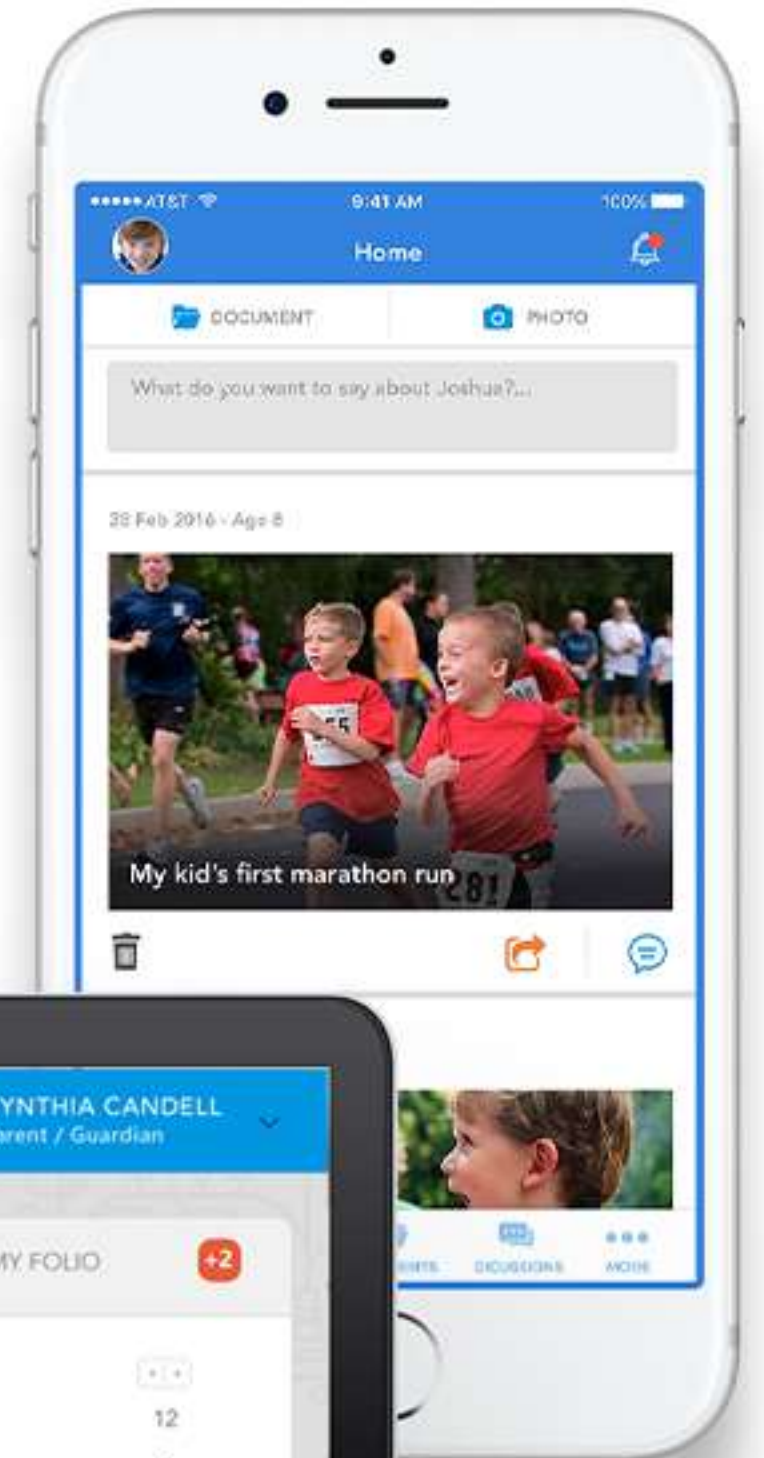
Ecarevault

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.



Goloootlo

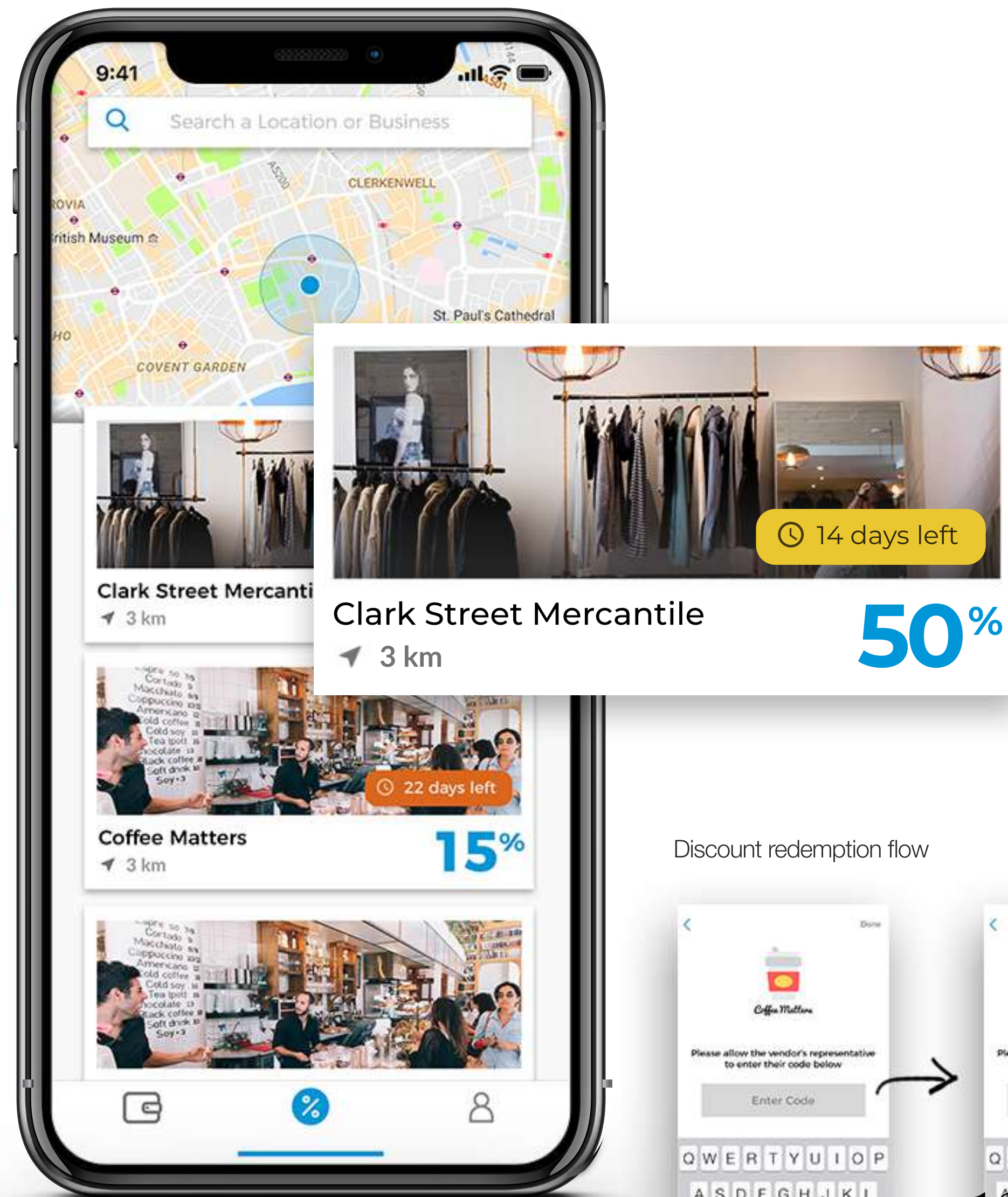
The challenge

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 the 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

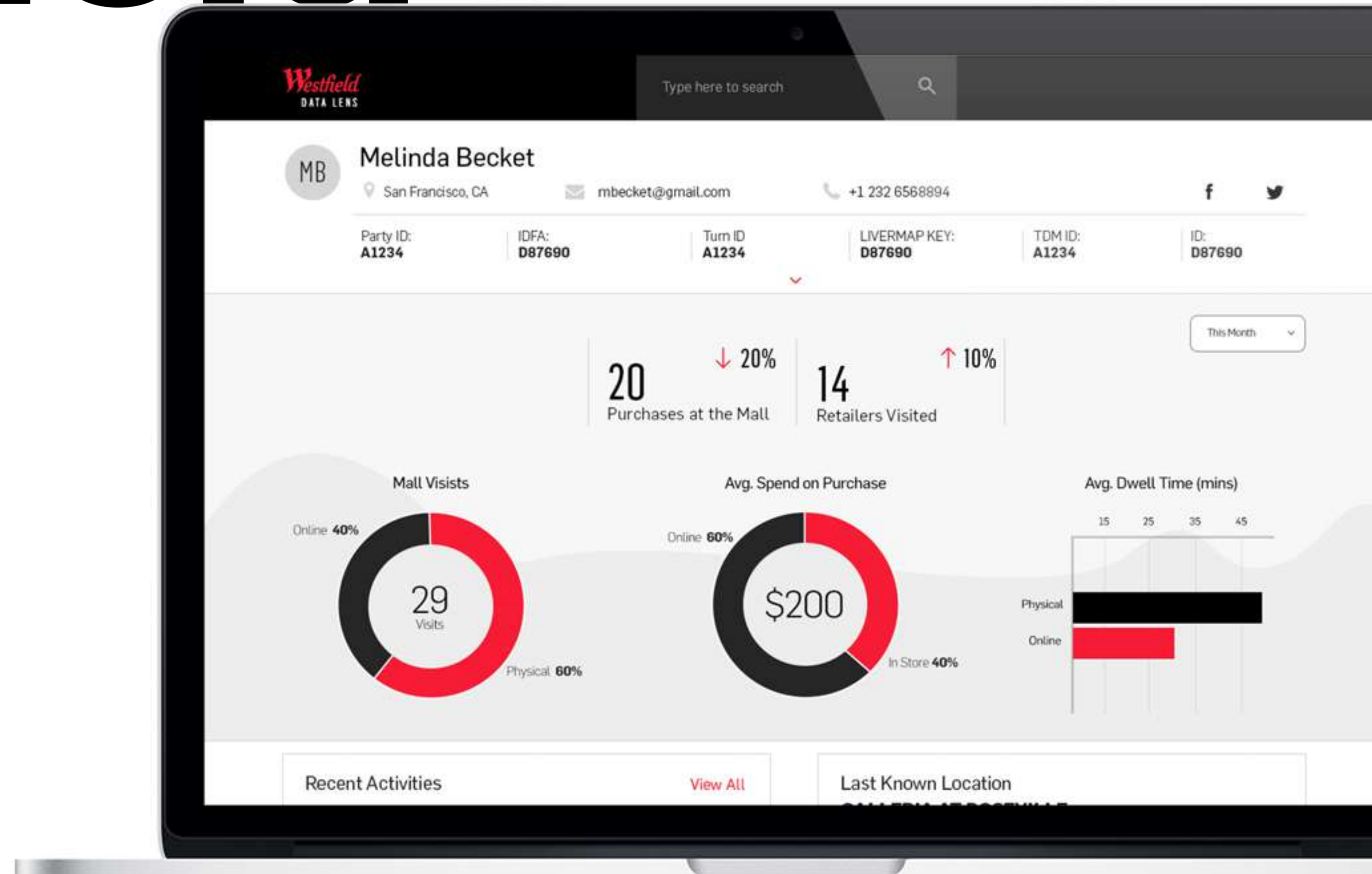


The challenge

The task was to design a web interface for Westfield's internal team to monitor customer activity and to visualize 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.

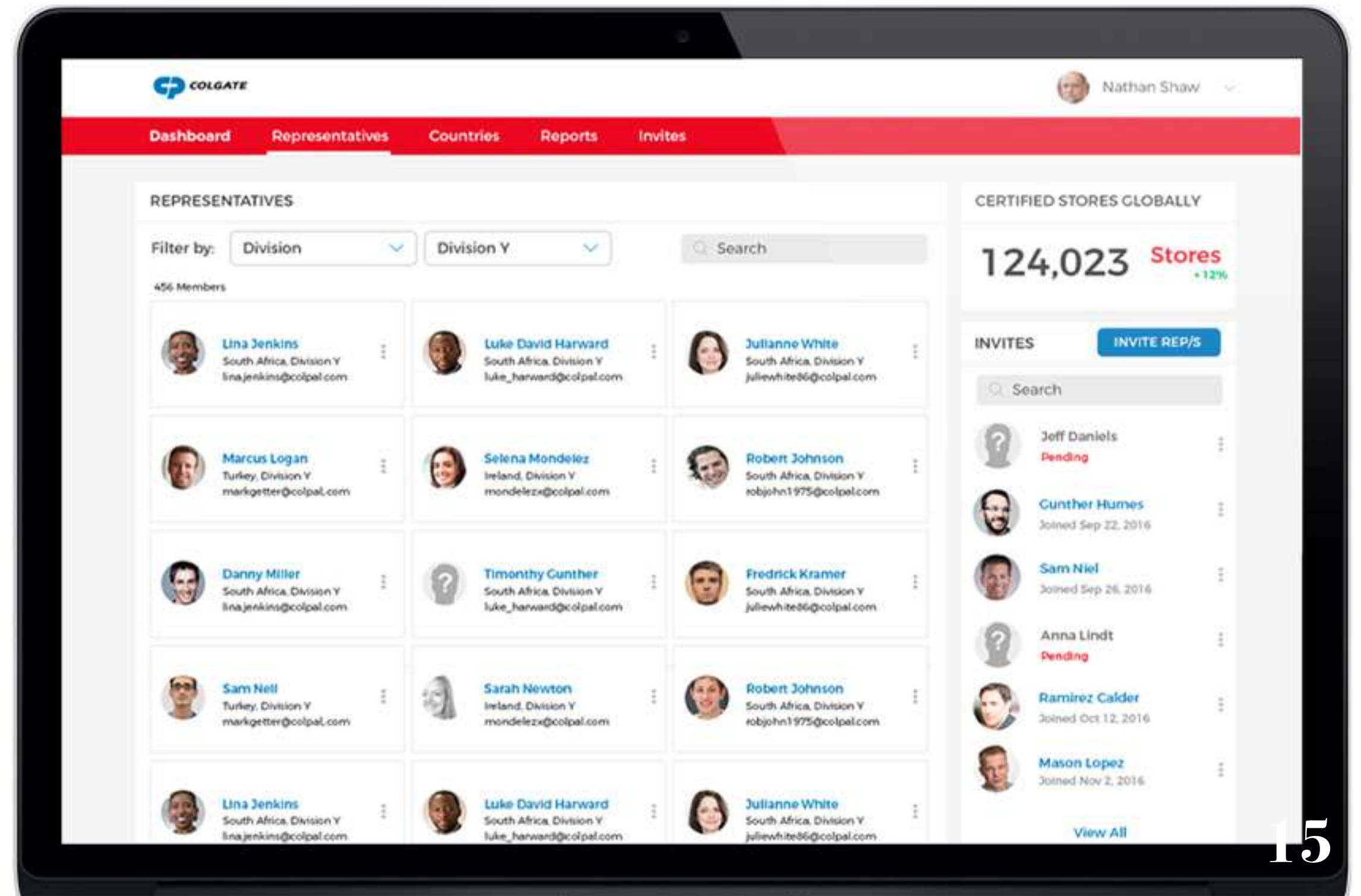
The solution

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)

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Thanks