

Farhan Ahmed

farhanf7n@gmail.com | linkedin.com/in/farhanf7n | +92 309 1789249 | Faisalabad, Pakistan

Design/UX Engineer | forhan.vercel.app | OpenSource github.com/farhanf7n

Hi, I'm **Farhan** — a **UX Engineer** passionate about creating intuitive and delightful digital experiences. I specialize in bridging the gap between **design and engineering**, turning user-centered concepts into pixel-perfect, production-ready interfaces. My work blends **design thinking, usability principles, and modern front-end engineering** to ensure seamless handoffs between design and development. I enjoy exploring **design trends, interaction patterns, and emerging technologies** to refine workflows and build scalable, accessible, and user-friendly solutions. Outside of work, I'm either immersed in gaming (yes, I 100% complete them) or diving into new hobbies and books.

Skills

- **Design:** Figma (Wireframing, Prototyping, Design Systems), Adobe XD (UI/UX Design)
- **Frontend:** React.js, Next.js, TypeScript, JavaScript (ES6+), HTML5, CSS3, jQuery, Tailwind CSS, Material Design, ShadCn, Bootstrap
- **UX Practices:** Usability Testing, Interaction Design, Accessibility, Design-to-Development Handoff
- **Collaboration & Tools:** Git, GitHub, Vercel, Netlify, GoDaddy
- **Others:** C++, OOP, .NET 8, Video Editing (DaVinci Resolve, CapCut, Filmora)

Experience (~5 Years)

JANUARY 2025 - PRESENT

Senior Design/UX Engineers

Dealers Hub | Bedford, UK | dealershubs.co.uk

- **Redesigned the Dealers Hub platform** by creating an **atomic design system** in Figma and implementing it with Tailwind CSS, improving **consistency, scalability, and reusability** across components.
- **Modernized the legacy UI** by reimagining outdated Bootstrap-based layouts into a modern, user-friendly interface with improved **usability, accessibility, and visual appeal**.
- **Designed and delivered 20+ customized dealership themes**, tailoring layouts and interactions to enhance **brand identity and user experience** across different clients.
- **Collaborated cross-functionally** with engineers, product designers, and product managers to align design solutions with **business goals and technical feasibility**.

- **Led design system initiatives**, facilitating discussions across multiple teams to ensure **cohesive implementation, design consistency, and best practices** in both customer-facing and internal tools.

NOVEMBER 2023 - PRESENT

Freelance Frontend Developer/ Designer

Faisalabad, Pakistan

- **Designed and launched dynamic web experiences** using modern frameworks (Next.js, Redux, Tailwind CSS), contributing to a **20% increase in user engagement and traffic**. **Created a reusable design component library** in Figma and code, enabling **40% faster delivery** of new product features and ensuring design consistency.
- **Applied responsive design principles** and optimized layouts for performance, improving **accessibility, usability, and page load times** across devices.
- **Developed scalable design patterns and UI components** in alignment with UX best practices, streamlining workflows and reducing **design-to-development handoff inefficiencies by 30%**.
- **Identified and resolved** frontend performance issues, leading to a substantial **15% reduction** in website errors and ensuring **enhanced website stability**.

JANUARY 2023 - OCTOBER 2023

UI/UX Designer

Moonbox | Dubai, UAE | moonbox.ae

- **Collaborated with high-profile clients** to deliver tailored digital solutions, consistently exceeding expectations and generating **repeat business and strong client satisfaction**.
- **Partnered with the UI/UX team** to transform wireframes and prototypes into production-ready frontends, ensuring designs were implemented with accuracy and scalability.
- **Designed and launched responsive web templates** across multiple domains, including **dashboards, e-commerce, travel, food ordering, and event planning**, improving accessibility and usability for diverse user needs.
- **Applied modern web technologies** (React, JavaScript, HTML, CSS) to bring design specifications to life with seamless interaction and responsive behavior.
- **Contributed to design quality assurance** by reviewing implementations, providing feedback, and advocating for **best practices in usability, accessibility, and performance**.

DECEMBER 2021 - DECEMBER 2022

Product Designer

Codeavour | Lahore, Pakistan | codeavour.com

- Joined **Codeavour** in June 2022 and contributed to multiple high-impact projects by **designing and developing new features, maintaining existing experiences, and collaborating with the product team** to ensure alignment with user needs and business goals.

- **Mentored and guided 2 team members**, who later advanced into leadership roles, fostering a culture of growth and design-driven problem solving.
- **Introduced mob and pair programming sessions** as a collaborative practice, improving **design-to-code handoffs, knowledge sharing, and overall team efficiency**.

JUNE 2020 - DECEMBER 2021

UI Designer

Career Institute | Faisalabad, Pakistan | career.edu.pk

Career Institute educates and trains students in areas such as Graphic Designing, SEO, and web development etc. Here is the list of my contributions at Career Institute:

- **Redesigned and enhanced legacy interfaces** by refactoring code and introducing modern JavaScript solutions, improving **usability and performance**.
- **Maintained and improved the institute's main website frontend**, ensuring a **consistent, user-friendly experience** for visitors.
- **Created responsive frontend templates** with HTML, CSS, and JavaScript, supporting diverse projects with **scalable and reusable design solutions**.
- **Collected and applied client feedback** to refine designs and features, ensuring **user needs and expectations were met effectively**.

JANUARY 2019 - MAY 2020

UI/UX Designer

Digitalsofts | Faisalabad, Pakistan | digitalsofts.com

- Joined **Digital Softs** in January 2019 as part of an **agile product team**, contributing to multiple high-impact projects through **design, feature development, and collaboration with cross-functional teams** to deliver user-centered solutions.
- **Conducted client meetings** to gather requirements, understand user needs, and collect feedback on design templates, ensuring that final deliverables aligned with both **business goals and user expectations**.
- Partnered with the product team to **define and refine features**, maintaining a balance between **usability, aesthetics, and technical feasibility**.
Supported the **continuous improvement of existing features** through feedback loops, code/design reviews, and iteration cycles.

Education

2016 - 2020

BS – Information Technology - *GC University Faisalabad*

Scored 3.13 out of 4.0 CGPA.

Projects

1. ClashofClans-Bases | clashofclans-bases.vercel.app/

A comprehensive collection of Clash of Clans base layouts for both Town Hall and Builder Hall, organized by level and category. This repository allows players to browse, filter, and copy base links directly into the game.

- War, Farming, Trophy, and Hybrid bases for all TH and BH levels
- Copy base links directly to your clipboard for easy import to the game
- Find bases by Town Hall level, Builder Hall level, and category
- See the popularity of different base designs
- Regular updates with the newest meta bases

Technical Stack: Next.js 14, React 18, TypeScript, TailwindCSS, Prisma, NextAuth, React Hook Form, PostgreSQL, Cloudinary, Zod

2. Tailwind Animations Kit | tailwind-animation-starterpack.vercel.app/

Supercharge your web designs with 80+ handcrafted Tailwind CSS animations.

Technical Stack: Next.js 14, React 18, TypeScript, TailwindCSS

3. Time Related Apps | time-world.vercel.app/

Time related tools to help you stay productive and organized

- Compare timezones globally. Save favorites. Collaborate with team members. DST-aware.
- Organize your tasks and projects in workspaces. Use Pomodoros and Daily Planner on your tasks.
- Customizable work/break intervals. Track productivity. Notifications and alerts.
- Manage tasks and schedules. Recurring tasks. Quick entry. Pomodoro integration.
- Set countdowns for any activity. Sound alerts and notifications.
- Track elapsed time. Start, stop, and reset functionality.
- Additional time and productivity tools in development.

Technical Stack: React 18, TailwindCSS

4. EZSauce | ezsauce.vercel.app/

- A curated one-stop platform for developers and designers, offering a handpicked collection of essential tools, resources, and learning materials.
- From design assets and coding tutorials to productivity tools and templates, EzSauce eliminates the hassle of scattered bookmarks and endless searching.
- Built with React and modern web technologies, featuring a sleek dark/light mode interface, smooth animations, and an intuitive filtering system for easy resource discovery.
- Key Features: Curated Resource Collection, Smart Categorization, Dynamic Search, New Tag System, Responsive Grid Layout, Dark/Light Mode, Smooth Animations, Lazy Loading, External Link Handling, Tag-based Filtering.
-

Technical Stack: React (with Hooks), Tailwind CSS, Framer Motion, React Router

5. Advance Portfolio | frhan.vercel.app/

- A modern, interactive portfolio website built with React, showcasing professional experience and skills.
- Features smooth animations and transitions using Framer Motion and GSAP.
- Interactive work experience modal with hover effects.
- Responsive design for all screen sizes.
- Clean and minimalist UI.

Technical Stack: React, SCSS Modules, Tailwind CSS, Framer Motion, GSAP, FontAwesome

6. Layers | project-management-fn.vercel.app/

- Developed a dynamic and visually appealing landing page for a Figma-like company using React and Framer Motion.
- Features smooth animations and an engaging user interface, showcasing the brand's functionality and creative tools.

Technical Stack: React, Tailwind CSS, Framer Motion

7. Sub Reddits | redsubslst.netlify.app/

- A browser-based Reddit client that displays multiple subreddits in customizable, side-by-side lanes.
- Users can add new subreddit feeds, with each lane showing post titles, authors, and vote counts fetched from the Reddit JSON API.

Technical Stack: React, Tailwind CSS

8. Verification Web App | image-capture-s1.netlify.app/

- Developed a LinkedIn-like verification module using pure Vanilla JavaScript for functionality and Vanilla CSS for styling.
- This module replicates the seamless user experience of professional verification systems, offering an intuitive and efficient design.

Technical Stack: Vanilla JS, CSS