



Danish Qamar

Product Designer

Berlin, Germany

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↪ [Portfolio](#)

Skills

UI

UX

Motion Design

Wix Studio

E-commerce

Shopify

Responsive Design

Project Management

CRM

Adobe Suite

HTML

CSS

Strategy

Leadership

Languages

English

Hindi

german

Profile

Experienced Product Designer with over 8 years in UI/UX and visual design, focused on developing responsive websites and app designs that boost user engagement. Skilled in using strategic branding and marketing to enhance product performance. Effective at collaborating and contributing to team efforts on several projects, helping drive them toward successful outcomes.

Employment History

UX & Web Designer (Freelance), Climate Guardian, Berlin

March 2024 — May 2024

- Redesigned the company's website, focusing on an intuitive, multilingual responsive interface that led to a 400% increase in user engagement.
- Developed strategic branding elements that cohesively aligned with the company's mission, enhancing visual identity and market presence.
- Executed a highly successful augmented reality poster marketing campaign, achieving a 30-34% conversion rate which significantly increased brand awareness.

Lead UX & Web Designer (Freelance), The Stone Aisle, India

March 2023 — July 2023

- Directed the launch of a new luxury e-commerce website from the ground up, addressing the challenge of creating a significant digital presence within tight deadlines.
- Developed and executed a comprehensive digital strategy encompassing brand identity, UX research, UI Design and Shopify platform customization to optimize the e-commerce experience.
- Implemented digital marketing solutions including SEO and high-quality product photography, significantly increasing brand visibility and online traffic.
- Achieved impressive outcomes such as a 91% webpage speed, over 1,500 daily visits, and substantial monthly revenue growth through strategic design and marketing efforts.
- Built brand trust and recognition quickly, accumulating over 180 positive reviews and expanding the product line to over 6,000 SKUs.

UI UX Designer (Freelance), Kidcity Solutions Pvt Limited, India

March 2021 — January 2023

- Spearheaded the UI/UX redesign of a major B2B e-commerce app for iOS and Android, resulting in a 300% increase in new downloads.
- Achieved a 35% increase in new orders and a 233% rise in customer support engagement due to enhanced app functionality.
- Enhanced active retailer engagement by up to 95%, reflecting significant improvements in user experience.
- Improved website usability and functionality, aligning with the latest e-commerce trends and adhering to security best practices.
- Collaborated effectively with developers, designers, the CEO, project managers, and marketing teams to ensure a smooth redesign process.
- Developed a custom UI library that increased developer productivity and code reuse

Head Of Design & Experience, Visual Trip Events, Kolkata

December 2020 – December 2022

- Led the creation and refinement of Visual Trip's brand identity, ensuring alignment with user-centered design processes.
- Developed marketing materials, video content, and graphic designs with a focus on enhancing user experience & brand identity.
- Designed and optimized 50+ user-centric landing pages for diverse live music events using a deep understanding of user needs, resulting in a significant enhancement of ticket sales with up to a 4x conversion rate increase.
- Designed and executed 3+ physical stage layouts, while overseeing on-site production to ensure optimal user experience and alignment with design objectives.

Education

Masters In International Management, IUBH International Hochschule, Berlin

2022 – 2024

- Specialisation In Product Design & Development
- Global Brand Management

Courses

Google UX Design Certificate, Coursera

2021 – 2021