



Farhan Rao

Senior Product Designer

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Dubai, UAE

About

For over 15 years, I've collaborated with amazing clients including Careem and Dubai government, creating effective, user-focused designs.

Leading teams and managing projects have sharpened my problem-solving skills, helping me deliver impactful results in both private and government sectors.

Languages

- Urdu Native
- English Fluent
- Arabic Read / Write

Hard skills

- ↳ User Experience
- ↳ Visual Design
- ↳ Design Systems
- ↳ User testing
- ↳ Prototype
- ↳ User Research

Soft skills

- ↳ No drama, easy to work with
- ↳ Works seamlessly with engineers
- ↳ Focused on business impact
- ↳ Organized, great time manager
- ↳ Adaptable to tough constraints

Experience

Freelance Product Designer

Self Employed
Oct 2010 - Till Present
Dubai, United Arab Emirates

That's what I do:

- ↳ Web apps & SaaS that make sense
- ↳ Mobile apps that keep users engaged
- ↳ Websites which convert visitors into customers
- ↳ Design systems for brand consistency

Senior UX/UI Designer

Americaneagle.com
Jan 2022 - Apr 2023
Dubai, United Arab Emirates

I worked on couple of projects for:

- ↳ Abu Dhabi School of Government (ADSG)
- ↳ Department of Government Support (DGS)
- ↳ Abu Dhabi Human Resources Authority (HRA)
- ↳ YAS Island (Miral Experiences)

Design Team Lead

ATÖLYE • Contract
Mar 2021 - Sep 2021
Dubai, United Arab Emirates

- ↳ Designing web and mobile app for TDRA
- ↳ 50+ sessions with 8 UAE ministries
- ↳ 5 federal entities
- ↳ 38+ UAE governmental services
- ↳ 2K+ screens across 7 service bundles

Multimedia Designer

Birdie Communications
Mar 2010 - Aug 2010
Dubai, United Arab Emirates

- ↳ Designing and developing websites
- ↳ Creating animated websites using Flash
- ↳ Brainstorming ideas with art director
- ↳ Creating animations for various campaigns

Multimedia Designer

Infotouch Technologies
Dec 2008 - Apr 2010
Dubai, United Arab Emirates

- ↳ Designing and developing websites
- ↳ Creating animated websites using Flash
- ↳ Designing themes for Microsoft SharePoint
- ↳ Ensuring easy deployment for developers

Creative Manager

Xcel Technologies
Apr 2006 - May 2008
Hyderabad, Pakistan

- ↳ Designing websites for various industries
- ↳ Developing websites using HTML/CSS and JS
- ↳ Creating fully animated Flash-based websites
- ↳ Graphic design projects

Office Assistant

Al-Tariq Constructors
Nov 2005 - Apr 2006
Hyderabad, Pakistan

- ↳ Managing and organizing office documents
- ↳ Coordinating schedules and project timelines
- ↳ Maintaining accurate records and reports
- ↳ Supporting smooth daily office operations

Graphic Designer

Rajab Printing Press
March 2004 - Nov 2005
Hyderabad, Pakistan

- ↳ Learned printing process and design rules
- ↳ Designed packaging and printed materials
- ↳ Gained practical print production experience

Connect

- /farhanrao
- /farhanrao
- /farhanra0

Mentorship

I guide aspiring designers globally on ADPList, sharing my knowledge and real-world experience.

mentors/farhan-rao

