

Imran Soomro

Design Traffic Manager and Sr. Visual (UX) Designer

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Summary

Experienced Production Manager and Sr. Visual (UX) Designer with a proven track record in streamlining design processes and ensuring timely delivery of high-quality assets and creating user-centric design solution. Skilled in developing comprehensive production plans, coordinating with teams, and maintaining high creative standards. Possess strong interpersonal skills, critical thinking abilities, and a deep understanding of design.

Skills

Design Projects Management: Expertise in Initiating, Planning, Testing, Executing, and Monitoring design projects.

Workflow Optimization: Proficient in streamlining design processes, improving efficiency, and reducing turnaround time.

Resource Allocation: Skilled in effectively managing resources, including time, budget, and personnel, to ensure project success.

Team Leadership: Proven ability to lead and motivate design teams, fostering a collaborative and productive work environment.

Performance Evaluation: Skilled in assessing team member performance, providing feedback, and identifying areas for improvement.

Design Research: Experienced in foundational research, design research, and post-launch design research.

User-Centered Design: Experienced in creating innovative and visually appealing designs that meet user needs and exceed expectations.

Creating Brand assets: Capable of developing strong brand identities, including tone of voice, logo concepts, typography, and iconography.

Web Development: Experienced in designing and developing responsive websites and web pages.

Data Analysis: Creating reports, building performance dashboards to evaluate performance, and writing post-mortems of design campaigns.

Quality Assurance: Committed to maintaining high design standards through quality control measures and process improvement.

Product Photography: Experienced in product photography, including determining style, gathering equipment, and setting up photoshoots.

Design tools: Proficient in Photoshop, Illustrator, Premiere Pro, Figma, WordPress-Elementor, HTML/CSS, Excel, PowerPoint, and ClickUp

Experience

Amazon UAE

Design Traffic Manager - 6/2017 to 7/2024

- Managed graphics production for UAE, Saudi Arabia, and Egypt. Successfully delivered over 15,000 graphical assets for large-scale, 10,000 for medium-scale, and 18,000 for small-scale marketing campaigns.
- Developed timelines and playbooks for marketing campaigns, ensuring 95% on-time delivery of graphical assets over seven years.
- Coordinated with merchandising, operations, and marketing teams for timely and accurate design inputs, leading to efficient production planning.
- Analyzed and allocated graphics workloads, improving design production performance from 3% to 44%.
- Created Excel-based production dashboards to evaluate team performance, track design production, and identify areas for improvement.
- Conducted regular updates and reports to identify bottlenecks and challenges faced by the design team.
- Developed research-based user-centric design solutions for marketing campaigns to improve the visual user experience across all marketing channels.
- Created mood boards, style guides, and design SOPs to elevate design quality and maintain Amazon's brand identity.
- Led the design campaign for Amazon's launch in Saudi Arabia, addressing localization and cultural design challenges.

SOUQ/SUKAR UAE

Sr Visual Designer - 9/2012 to 5/2017

- Initiated and executed design automation processes, increasing production by 35% for five peak events and reducing manual work.
- Developed wireframes and designed custom responsive web pages for desktop, tablet, and mobile devices
- Identify design areas to proposing and implementing research-based UI design solutions.
- Created visual designs for on-site and outbound channels, including web and app banners, newsletters, social media, Google Ads, and print media.
- Revamped store pages based on research, increasing CTR by 26% and average stay time by 52 seconds.
- Creating products visuals; from taking photoshoot to image editing.

CentricSource Pakistan

Design Team Lead - 1/2007 to 9/2012

- Efficient and effective knowledge of Project Management Tool Basecamp to manage, organize and schedule projects in the company.
- Creating Logos, Websites, Social media design assets Brochures, Signboards and creative illustrations.
- Collaborated with project management and quality control teams on daily design tasks.

Education and Certifications

- Bachelor of Computer Science | University of Karachi
- Web Designing and Development certification | Skill Development Council Karachi
- Art and Graphic Certification | Board of Hyderabad