



AHMED HASSAN (Simaar)

A computer scientist who chose design to reform brands & interfaces of the world.

I believe you & I will create great experiences together.

Developing great interfaces, brand strategies and translating them into efficient yet desirable products, testing them out in the real world in order to make companies stand out and be heard in this noisy world is my objective.

Learning about this whole process and improving it constantly is the ultimate goal of my career. I believe that our products & brands can start capturing more interest and loyalty of their target audience if they focus on providing relatable and relative emotional experiences without compromising on usability.

Our interfaces whether digital or physical should reflect who we are, what we believe in and the destiny we aspire for.

We like design to be visually powerful, intellectually elegant and above all timeless.

-Massimo Vignelli

Skills

experience design, interface design, brand strategy design, user research, brand identity & voice design, typography, color treatment.

Tools

Pencil and paper	-----	Advanced user
Photoshop	-----	Expert user
Illustrator	-----	Expert user
Sketch	-----	Expert user
Invision	-----	Expert user
Abstract	-----	Expert user
After Effects	-----	Intermediate user
Google	-----	Intermediate user

Experience

KeepTruckin UI/UX Designer September 2017 - Present

A Google Ventures backed, silicon valley company thats revolutionizing trucking business

The most radical professional change in my life is being responsible for a well-recieved & mature product's design continuously working on a large scale.

Being a product company, KeepTruckin has taught me how to manage my time more effectively in order to cater multiple projects at a time with equal attention to detail. It has also made me learn multiple tools to manage design iteration cycles.

Eikon7 Digital Media Designer August 2015 - November 2016

An innovative, culturally diverse communication group, present on three continents

This organization proved to be a roller coaster for me in practicing branding. It taught me how brand strategy was translated into visuals and content. It put me in front of difficult clients and let me learn how to present my point across and react according to their underlying expectations about final product. ***The best thing about eikon7 is the open culture and a will to try new things, taking on projects that scare us and then working, learning, iterating and re-iterating to complete those in the best way possible.***

Mello Agency Graphic Designer September 2014 - June 2015

An experience design and branding agency from Islamabad

At Mello, I realized the dramatic shift in design as it was happening around the world. Along with the general mentor-ship I got there while designing, eating candies and playing jenga, ***we discussed how Microsoft is taking things a bit too far with its "content is king" strategy in Metro design while appreciating how Material design is a much more appropriate and stable design shift for Google.***

It was a perfect mentoring for a person like me wanting to understand design in a country where emerging design philosophies reach quite late.

NASCON Head of Design Nov 2013 - July 2014

NASCON, a yearly event by FAST-NUCES, Islamabad, aims to solve the problems of Pakistan by making youth's passions align with academia and showcase their talents

First experience of handling a mega-event. Designed brand ideology and used that to make branding elements for the whole Nascon 2014 event and brought coherence and strength in both online & offline experience of NASCON. It was a success and together we got 2000+ participations in Nascon 14.

Education

Bachelors in Computer Science from FAST-NUCES August 2011- August 2016

My complete portfolio is on
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There is no secret ingredient.
To achieve something, you just need
to believe in yourself.

- Kung Fu Panda