MOHSIN ROHANI

UX Consultant

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Head full of ideas, eyes full of stars. Entrepreneur, Startuper but also a worldwide citizen, I believe in a near Ditigal Humanism where true Innovation is driven by new forces like the respect of privacy and freedom of speech. Where the respect of each human being's availability prevails above instant notifications.

My philosophy : Empathy, Creativity & Curiosity

Experiences

FINJA | Lahore, Pakistan
UX Consultant
02/2017 – Present

Researched and designed a more valuable experience for day to day users of SimSim wallet. Leading the design for SimSim wallet and Payroll Plus. Delivering design for Androd, iOS and Web. Working with PMs and engineers to define the features.

AugmentCare | Lahore, Pakistan
UX Consultant
01/2018 – 04/2018 (4 mos)

Optimising existing features & flows on the mobile & web apps using a research and data-driven design approach. Working with product managers to define requirements and draw the best design ideas from the team. Working with the end-users (i.e. Patients and Doctors), the Chief Product Officer and engineers.

Upwork | Freelancer
User Experience Designer - Remote
01/2014 – Present

As a frrelancer on Upwork, got a chance to work with number of different clients from different countries with different requirements and needs. Working with the leading competitors of Kayak. Delivering and testing design for Mobile and Web. Working with the lead UX Designer to define new features and to bring old features into user understanding. Working with the people who worked in a company like Dropbox. Currently, working with them on a very unique idea of property management. Leading the design based on user reasearch. Interacting with the CEO, Manager and Developers to define the feature and to understand contraints from development side. Performed usability reviews on number of different Mobile and Web apps.

Arbisoft | Lahore, Pakistan
UX Consultant
10/2015 – 02/2016 (5 mos)

Helped the team in solving UX problems which they were facing while implementing Listentool web application. Worked with CEO, PMs and engineers to understand and provide appropriate solution for the problems they were facing.

Obscure Interactive | Lahore, Pakistan
Interaction Designer
12/2012 – 12/2014 (2 yrs 1 mos)

Took part in understanding, what is the relationship between UX and Human Computer Interaction. Learned how to implement UX learnings into actual project. Helped with different projects, starting from scratch to the end. Got involved directly with clients. Did 1-to-1 meetings with them to understand their requirements and then brainstormed with team on how we can proceed with it.

Education

Bahria University | Islamabad, Pakistan
Master's degree in Software Engineering
2011 - 2013
Master thesis : Human Computer Interaction

NFC IET | Multan, Pakistan
Bachelor's degree in Computer System Engineering
2005 - 2010
Numerical Methids, Computer Communication Methods, LCS, DBMS, Fault Diagnosis and Reliable System, COA, OS

Languages

English, Urdu (Native)

Publication

CoGMI: Coordinated Gestures for One-Handed Mobile Interaction
Jan 2013
Interacting with touch screen mobiles using thumb is nowadays becoming a common practice. Techniques have been developed to provide the ease of use in interacting with touch screen using thumb. These techniques were rather inefficient in terms of time and error. We propose a model CoGMI which describes an interaction technique which is the combination of coordinated gestures (drag gestures) and direct touch. The proposed model could be helpful in minimizing the issues such as 1) distant targets reach, 2) the selection of distant targets, 3) accidental selection of targets, 4) occlusion, and 5) accuracy.

Design Skills

Interaction Design, Design Thinking, User Experience design, User Interace Design, Mobile design, Web design, User Research, Human Computer Interaction, Usability, Wireframes, Paper Prototyping, Usability Testing

Tools

Balsamiq, Adobe Fireworks, Sketch, UXpin, InVision, Axure RP, Marvelapp, Figma

Hobbies