

fp.

Hi! I'm a senior digital product designer with extensive experience crafting sublime, meaningful and engaging user experiences for mobile, web and print.

PORTFOLIO

farhad.pocha.ca

KEY SKILLS

Product Strategy & Concept, UX Design, Design Sprints, User Insights, Mockups, Agile Development, Prototyping, User Testing.

TOOLS

Adobe PS/AI/ID/XD, Sketch, Craft, Google Suite & Analytics, JIRA, Xcode, Lightroom, Invision, Flinto and many more relevant tools.

LANGUAGES

Fluent English, Basic/Spoken German, Basic French, Hindi & Gujarati.

DETAILS

I turn ideas into products people love.

My background in philosophy & politics, experience with visual design and product management, and extensive technical knowledge, give me an exceptional ability to understand the big picture and provide my clients with compelling results.

I'm passionate about what I do, and engage in my work with love and dedication.

CONTACT

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Experience

FREELANCE PRODUCT DESIGNER BERLIN & LONDON 2010 - PRESENT

Conceptualise, design, and implement creative projects focused on apps and responsive websites. Deliverables include detailed wireframes, interactive prototypes, design sprint workshops, pitch decks, development specifications, and release marketing.

Additionally work on a variety of design-focused freelance projects, including running design sprints at startups, designing branding, identity and packaging, portrait photography, social media, and layout and production of large print publications.

You may refer to my portfolio or LinkedIn for details of specific project work.

PRODUCT OWNER - MOBILE APPS HEYJOBS GMBH, BERLIN, DE APR 2016 - FEB 2017

Product Owner for the iOS and Android apps, conceptualising UX, writing specifications and managing six developers on a bi-monthly release schedule. Innovating by implementing the first conversational UI for CV creation. Comprehensive user testing and funnel analysis leading to a stable, optimised and polished product.

PRODUCT OWNER - ANDROID MEMORADO GMBH, BERLIN, DE DEC 2015 - MAR 2016

Implementing turn-based multiplayer gaming. Led the conceptualisation of the company's next project - after two months of researching and idea validation, we switched to working on HeyJobs.

HEAD OF PRODUCT & DESIGN TWISPER/KATZENTISCH, BERLIN, DE JUL 2014 - MAY 2015

Conceptualising, designing and launching a restaurant booking platform, Katzentisch, focused on last-minute bookings. Producing a full redesign and user experience overhaul for the Twisper travel app on Android, iOS and web after extensive research and user testing.

USER EXPERIENCE DESIGNER KIVEDA HOLDING GMBH, BERLIN, DE FEB 2013 - MAY 2014

Developing the initial user experience and information architecture, allowing for configuring complete kitchens online. Managing design and development sprints. Training staff on social media and graphic design. Photographing and editing product images for product and marketing.

IT TECHNICIAN/CREATIVE TEAM INNOCENT DRINKS, LONDON, UK FEB 2011 - MAR 2012

Implementing a colour management, proofing and pre-press process, increasing the output and accuracy of the creative team at Innocent Drinks. Acquiring hardware and software, negotiating contracts with suppliers, and providing support with technical issues.

Education

MASTER OF CLIMATE CHANGE AUSTRALIAN NATIONAL UNIVERSITY JUL 2009 - JUN 2010

Specialising in: climate change & trade policy analysis (border tax adjustments), aviation industry responses to international climate policy, negotiation within international environmental policy.

BA (HONS.) PHILOSOPHY MCMASTER UNIVERSITY, CANADA SEP 2001 - MAY 2005

Final-year paper on social ecology and philosophy of the environment. Courses in philosophy, religion, communication theory, graphic design and media studies.