

Lead UI UX Designer (BFSI)
Idealake Information Technology
FEB 2021 - CURRENT

UI Designer (Consultant)
at HumanX, LiqVAsia & Vector
FEB 2021 - APR 2022

Portfolio Counsellor
www.portfoliocounsellor.com
DEC 2017 - CURRENT

Design Founder at BotBakery
JUL 2017 - FEB 2021

4 years in Broadcast Media
Creative Communications Manager
Star Sports • Star India
SEP 2013 - APR 2017

5 years in Advertising
at Ogilvy, Lintas & Contract
JAN 2009 - SEPT 2013 • MUMBAI / GURGAON

3 years in Illustration & Design
Contiki, First Choice (TUI) & Printel
JUN 2005 - SEPT 2008 • LONDON

Illustration BA (Hons)
Falmouth University
2005 - 2008 • CORNWALL, UK

*"Irfana is patient to understand briefs,
dependable in stressful situations"*
Juju Basu, Ex Creative Head, StarSports

Trustee
T. M. DALAL CHARITY TRUST 1 & 2
2008 onwards

Automation: Creating a process for UX Thinking. Introducing UX Cookbook Methods Introducing extensive Design system to salvage from crunched timelines Building a BFSI Home Page Reference Library, Menu Library & Layout Repository
Micro Project Management Introducing Kanban & Micro Process for 1 unit of UX/UI
Methodology: Integration method of UX, UI Design & Tone of Voice Philosophies. Information Architecture working methodology. Inventing Design Formulas to teach UX Juniors.

Jury & Professional Practice Speaker at Ecole intuit.lab & Collegepond
Design Visiting Faculty at Indian Institute of Digital Education
Designed a unique Portfolio Counselling Program for Design & Non-Design graduates, to rebuild their portfolios for job interviews & international admissions.

Built strong foundation & team values within the company by introducing meditation. Taught myself to develop a website on Wordpress.
Key Projects: Indecab.com & Dekho Seekho App

Self Initiative for F1 Hungarian Promo
6% Higher TRP than the Final F1 Match.
Badminton Super Series TV Commercial
2.1M Views, 60K Social Media Engagement, #1 Trended in India
Premier League Campaign
60% Increase on Social Media.
25% increase on TRP

UX: Axis Bank & HDFC Bank - Website Relaunch, UX Journey's: Yes Bank & ICICI Lombard PNB MetLife Insurance - One May Army on Performance Dashboard Mobile & Web App
UI: Bank Of India, Reliance Gen. Insurance, Microsoft Power BI, Relaunch of Bay-Cap.com Website. Marcellus Investment Banking - Desktop App Brand uplift for Idealake Agency.

- GOLD & SILVER AWARD (PromaxBDA) Diwali & 1st Champion Promo
- SILVER AWARD (Creative Abby) Refresh Believe Campaign, @Star Sports
- Launched Indian Super League, 1st Football movement, across India, in 3 days

Specifically hired to win pitches, won Dabur single handedly. First experience on Interactive HSBC Advance Game Design on Facebook.
Shortlisted for Young Cannes. **Brands campaigns:** HSBC, Ponds, NIIT Ten Sports, Revlon, Canara Robeco. **TVCs:** for Lakme, Pepesodent, Close-up, Wheel

Editorial Illustrator for Marketing Week & World Business Magazines Started as a Print Designer for NHS & LASRA (London Ambulance). Won a fully paid Europe Trip for adhering to a tight deadline. As an Animator & Designer in multicultural workspaces, inculcated international standards, work ethics and discipline.

GOLD AWARD (Images 29) - The AOI, Association of Illustrators, Est. 1973
Featured in BBC as the 1st Indian in UK to win Gold
1st Indian as Erasmus Exchange Student, at Animation Hogeschool Gent, Belgium
Merit Scholar & Featured as a Top Student in the University Prospectus
Certificate in 3D Animation (Maya & 3D studio) in Arena Multimedia, Mumbai

*"I was impressed by her ability to guide students effortlessly.
That skill often takes years to develop among education professionals!"*
Yan Garin, Country Head, ecole intuit.lab

Salvaging the 2 Trusts by organising records of 69 yrs of & accounting of 17 yrs for 82 Tenants. 14 years of experience in collecting rent and managing trust finances. Liasing with lawyers: charity, rent & property, auditors, structural engineers & architects at BMC, MHADA etc. Ensuring transfers, name change, legislation & regulations.