

IRFAN DAR

VIDEO EDITOR/GRAPHIC DESIGNER

SUMMARY

I tell stories with videos, design, and social media. I plan, shoot, and edit content that helps real estate brands look strong online. I know how to turn simple ideas into clean visuals, short videos, and posts that people stop and watch. I work fast, stay organized, and keep the brand look clear across every platform. From filming properties to building brand identity, I help a real estate company show up in a sharp and professional way.

WORK EXPERIENCE

UPLUX PROPERTIES - DUBAI, UAE

CREATIVE DESIGNER | DECEMBER, 2024 - PRESENT

- Handled company's social media pages and schedule posts across all platforms.
- Filmed briefing sessions and real estate events across Dubai for the company.
- Shot and edited long YouTube videos about the market, projects, and company updates.
- Designed ad creatives and short videos used for lead generation campaigns.
- Built the brand from the ground up, including logo design, brand colors, brand style, and identity guidelines.
- Handled creative logistics and create mockups for company needs and marketing use.
- Used AI tools to generate images and videos for social media content.
- Designed company presentations, pitch decks, and documents for events and business use.
- Shot property photos and videos for listings, promotions, and marketing campaigns.

ENEMA SMART LIVING - DUBAI, UAE

MARKETING ROLE (FREELANCE) | JANUARY, 2025 - PRESENT

- Ran Meta ads to bring in leads and help the business grow.
- Planned and manage ad campaigns on Facebook and Instagram.
- Tested different ad creatives, videos, and audiences to get better results.
- Designed ad visuals and short videos used in lead generation campaigns.
- Created simple social media content that supports ads and keeps the page active.

CRICHEROES PVT. LTD - AHMEDABAD, INDIA

PRODUCT DESIGNER | JANUARY, 2023 - DECEMBER, 2024

- Designed mobile user interfaces for the CricHeroes app, enhancing user engagement and functionality.
- Conducted over 50 user interviews and analyzed quantitative data, leading to actionable insights that enhanced user experience and increased task completion rates by 18%.
- Worked together with developers to ensure design feasibility, reducing the time to implementation by 25% through effective communication and iterative feedback loops.
- Redesigned the mobile interface for CricHeroes Awards, resulting in a 28% increase in user engagement and a 12% decrease in bounce rates within three months.

SMARTKARROT INC. - BANGALORE, INDIA

USER EXPERIENCE DESIGNER | JULY, 2022 - JANUARY 2023

- Created wireframes and interactive prototypes using tools like Figma and Adobe suite, facilitating user testing sessions that resulted in a 24% reduction in user task completion time.
- Collaborated with cross-functional teams to design and implement 3+ new features, ensuring alignment with user needs and project objectives.
- Conducted usability testing on existing products, providing actionable feedback that improved the Net Promoter Score (NPS).

FAIR ISAAC INDIA SOFTWARE PUT. LTD. - BANGALORE, INDIA

USER EXPERIENCE DESIGNER | JUNE, 2021 - JUNE, 2022

- Conducted comprehensive analysis and improvement strategies for two products, Origination Manager and FICO Customer Insights, enhancing user experience and satisfaction.
- Collaborated with product managers and stakeholders to identify requirements through in-depth discussions and research workshops, ensuring alignment on project goals.
- Executed both qualitative and quantitative user research to understand user flows, leading to optimized designs that addressed usability challenges effectively.
- Created user personas, information architectures, wireframes, process flows, and mockups, iterating on designs based on user feedback and data-driven insights.
- Performed heuristic evaluations and usability testing, gathering data on user behavior and interactions, resulting in actionable recommendations to improve product performance.

EDUCATION

BACHELOR IN ENGINEERING

SESSION | 2017 - 2021

Chitkara University
Solan, Himachal Pradesh

SKILLS

TECHNICAL SKILLS

- Adobe Premiere Pro
- Adobe After Effects
- Adobe Lightroom
- CapCut
- Video Editing
- Graphic Design
- Property Photography
- Property Videography
- YouTube Video Production
- Short Form Video Creation (Reels / Shorts)
- Ad Creative Design
- AI Generation for Content
- Social Media Scheduling Tools
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Figma
- InVision
- Axure
- Sketch

PROFESSIONAL SKILLS

- Social Media Management
- Content Planning and Scheduling
- Real Estate Content Creation
- Brand Development and Brand Identity
- Creative Direction for Marketing Content
- Visual Storytelling
- Event Coverage and Media Production
- Presentation and Pitch Deck Design
- Project Coordination for Creative Work
- Project Coordination for Creative Work

INTEREST

- Travelling
- Fitness
- Sports
- Photography/Videography
- Online Gaming

LANGUAGE

- English (fluent)
- Urdu/Hindi (fluent)
- Arabic (reading)