

CONNECTED

MAGAZINE

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USMAN KHAWAR

*Founder & CEO
AdX*

FAWAD KAMAL

*CTO at
Bolt Marketing*

**SIDDIQA
ZUBAIR**

*Female Wing Head
Enablers*

Connected Pakistan announced
Connected Pakistan Conference 2023

Experience the epitome of Pakistan's tech scene at Connected Pakistan Conference 23. It unites industry leaders, innovators, and enthusiasts. Immerse yourself in the forefront of technology through inspiring talks, interactive workshops, and unmatched networking opportunities. Don't miss this prestigious event that defines the pulse of Pakistan's tech scene.



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FAWAD KAMAL

UX DESIGN CATALYST, SHAPING TOMORROW'S TECH-DRIVEN COMMUNITIES

Originating from Peshawar, KPK, Fawad Kamal, initially an introverted individual, grew up in a limited environment. He embarked on his career as a Graphic Designer immediately after completing his FSC in 2016. His fascination with computers began as early as the 8th grade, and he consistently explored and experimented with technology.

COMMUNITY LEADS



Fawad pursued a bachelor's degree in Computer Science at IMSciences, Peshawar, with a specialization in Human-Computer Interaction (HCI). Subsequently, he further honed his skills by completing the Google UX Design Course, amassing over six years of valuable experience in the UI/UX field.

His journey allowed him the privilege of nurturing communities and contributing to groundbreaking projects that have had a profound and lasting impact on Pakistan's tech ecosystem. Commencing his career as a Graphic Designer, he transitioned to UI/UX design, emerging as a problem-solving expert who played a pivotal role in helping well-known brands develop their products.

Fawad's influence extended to the initiation of the Google Developer Students Clubs Program at IMSciences, introducing the youth of Peshawar to various Google products such as Flutter, Web, Cloud, IoT, and Android. His commitment to spreading awareness and knowledge was evident through the execution of over 70 onsite and online events, which trained over 10,000 individuals.

His journey culminated in his current role as the Manager of Google Developers Group Live Pakistan, covering the entire nation. Here, he continues to educate and empower individuals with Google products, contributing significantly to the growth of Pakistan's developer ecosystem. Presently, his focus revolves around UI/UX and raising awareness about user experience across different products. He is also dedicated to establishing the largest UX community in Pakistan, known as UXers PK 06.





FAWAD KAMAL

CTO @ BOLT MARKETING

Bolt Marketing:

Fawad Kamal's unwavering passion for technology and community development has driven his involvement in the ecosystem for the past five years. In 2021, he took a significant step by co-founding his own Digital Marketing Agency and IT Consultancy, named Bolt Marketing. This agency offers a diverse range of digital marketing services and solutions, including mobile app development, website development, graphic design, and UI/UX services.

The Bolt Marketing team comprises two highly skilled professionals who are actively digitalizing businesses in Peshawar and its ecosystem. They provide businesses with opportunities to thrive in the digital age. The ultimate goal of Bolt Marketing is to establish itself as the premier Digital Marketing Agency in Pakistan within the next five years, thereby assisting businesses in their growth journeys.

In addition to their professional services, Bolt Marketing also plays a pivotal role in nurturing talent and enhancing the local ecosystem. They conduct a Bolt Summer Internship Program annually, dedicated to training individuals from Peshawar and improving the local ecosystem while creating new opportunities.



Awards and Achievements:

Fawad Kamal has been honored with several awards and acknowledgments in recognition of his significant contributions to Pakistan's technology and community ecosystems.

Google Developer Student Clubs:

Fawad took the initiative to establish and lead the Google Developers Student Club at IMSciences Peshawar. This endeavor has positively impacted hundreds of students and earned him recognition from Google for his substantial contributions to student development and community building.

Invited as a Guest HUM Pashto 1 for an Exclusive Interview:

Fawad Kamal was honored as a special guest on Hum Pashto TV Channel, where his efforts in community empowerment and support for people were praised and celebrated.

Google Developer Groups:

Following his dedicated efforts and commitment to training individuals through the Google Developer Student Clubs Program, Fawad Kamal was invited by GDG Live Pakistan to lead the team and receive official approval for the chapter.

Connected Pakistan Conference 2022:

Fawad Kamal was extended an invitation by Connected Pakistan to be a speaker at Connect Pakistan Connected 2022. He conducted a UI/UX workshop, aiming to empower and educate the attendees in this domain.

Growth Summit'23 Season III:

Fawad Kamal received an invitation from Connected Pakistan to participate in Growth Summit Season 3. During the event, he shared his expertise in UI/UX, focusing on creating awareness and empowering the youth of KPK through his insights and knowledge.



Community Building:

Fawad Kamal's love for community endeavors knows no bounds. He's driven by the genuine thrill of connecting with new people and the ever-evolving learning experiences these interactions bring. His journey into community building commenced back in 2020, during the height of the COVID-19 pandemic. It was during this time that he stumbled upon the Google Developer Student Clubs program and decided to take a shot. To his delight, he was selected, marking a significant turning point in his life. What's even more impressive is that he ranked among the top 43 individuals chosen from Pakistan for the coveted 2020-2021 batch.

From that pivotal moment, Fawad embarked on a relentless journey of exploration. He delved deep into understanding various Google products while also extending his expertise to assist his peers. His vision was clear: create a platform where he could empower people and lay a robust foundation for their growth. Recognizing the educational challenges faced by 50-60% of FATA students at IMSciences, Fawad saw an opportunity to bridge the gap. He began teaching various Google products, such as Flutter, Google Cloud, IoT, and Web, by inviting Google Developer Experts and industry stalwarts to mentor these eager students.



The Kindness you put out into the world has a way of coming back to you.

FAWAD KAMAL

In a testament to his unwavering dedication, Fawad organized an impressive tally of over 70 events in a single calendar year. These events provided invaluable training to more than 10,000 individuals, both online and in person. The Google Developer Student Clubs (Google DSC) are akin to university-based community groups. These clubs serve as a breeding ground for peer-to-peer learning, enabling students to expand their knowledge and make meaningful contributions to local businesses and communities.

Fawad's extraordinary efforts did not go unnoticed. Hufsa Munawar, the Community Manager for the SAF Region at the time, was captivated by his contributions. Fawad's exceptional work led to an invitation to transition to the Google Developer Groups program, particularly GDG Live Pakistan. This chapter was established during the COVID-19 pandemic with the grand mission of empowering people across Pakistan. What sets it apart is that it's the only GDG chapter worldwide representing an entire country, rather than a specific city.



FAWAD KAMAL: EMPOWERING COMMUNITIES:



Taking the helm of GDG Live Pakistan in 2021, Fawad initially managed a community with just 1000 followers. Over the years, his leadership and tireless dedication have propelled the community to an impressive reach of over 20,000 individuals, making a significant impact along the way.

Fawad firmly upholds the belief that hard work always pays off. This unwavering commitment led to a remarkable visit to the Google Office in Dubai for the Community Leads Summit in 2022. There, he engaged with leads from the South East Asia Regions and interacted with Googlers. This visit was an opportunity to acknowledge his tireless efforts and deliberate on future plans to continue empowering people.

Fawad's guiding principle remains beautifully simple yet profoundly impactful: "Learn, Connect, and Grow." This philosophy remains at the core of his commitment to technology, community building, and the betterment of individuals and Pakistan as a whole.



UI/UX COURSE AT LWS ACADEMY:

As a trainer at LWS Academy, Fawad has had the remarkable privilege of guiding individuals on their transformative journey toward mastering User Experience Design. His experience has encompassed conducting UI/UX Masterclasses for Batch 1 and 2, with Batch 3, allowing him to continually contribute to the personal and professional growth of his students.

Fawad's teaching philosophy centers on providing students with a well-defined roadmap that comprehensively covers the essentials of UX design. This approach empowers them with the confidence to tackle projects from inception to completion with competence and proficiency.

His commitment to his students is unwavering. Fawad is wholeheartedly dedicated to nurturing their potential and guiding them to become true experts in the field. His teaching encompasses a wide spectrum of essential skills and knowledge, leaving no stone unturned. From the intricacies of user research to the intricacies of usability testing and the critical evaluation of UX through audits, Fawad ensures that his students are equipped with everything they need to excel in User Experience Design.

★★★★☆ 4.95(55 Ratings)

UI/UX Masterclass Batch 03

AF

Anum Farooq

2 months ago

★★★★★

As I delve deeper into the world of UI/UX design, I am excited to share my thoughts and experiences about this course. The course provided a comprehensive and engaging learning journey that equipped me with valuable knowledge in the field of UI/UX design. The course curriculum was well-structured and covered a wide range of topics essential to UI/UX design. From user research and wireframing to prototyping and usability testing, every aspect of the design process was thoroughly explained and demonstrated. The course also incorporated real-world examples and case studies, allowing me to apply the concepts to practical projects. Sir Fawad(our instructor) is knowledgeable and experienced in the field of UI/UX design. He effectively conveyed complex concepts in a clear and understandable manner. The course platform facilitated an interactive learning environment. It included discussion forums and collaborative activities that encouraged engagement with fellow learners, enhancing the learning experience. Overall, the UI/UX designing course exceeded my expectations and provided me with a solid foundation in the field. I highly recommend this course to anyone interested in pursuing a career in UI/UX design. Whether you are a beginner or have prior experience, this course offers valuable insights and practical skills that will surely benefit you. Thank you so much sir for your commitment to our learning and for inspiring us to become skilled UI/UX designers. I would like to extend my sincere gratitude to the entire team behind the UI/UX Designing course for creating such an exceptional learning platform. The effort and dedication put into developing this course are evident in every aspect.



Uswa Zahid

2 months ago

★★★★★

Despite UX Design being at its peak right now, It is hard to find a Pakistani mentor who understands its true essence. Most courses I considered prioritized visuals over the entire design process. And I was skeptical about choosing this course. It seemed like a gamble... But Sir. Fawad Kamal did not disappoint!

There are a few things that made the course easy to grasp and digestible:

- The course focuses on the fundamentals of user experience and caters to a beginner's needs
- Mentor won't feed you old and outdated material and even encourages you to try out new trends
- Classes never get boring because he's all about collaboration
- Oftentimes, he assigns small tasks where you have to justify your design decisions = learning never stops
- The lectures are so engaging. He advocates sharing ideas and contributing to the discussion
- He shows up prepared for the lecture with material. No random or unstructured classes!

Last but not least, Sir. Fawad incorporates empathy not only in his designs but also when teaching UX. Moreover, you get to see his work process through a complete case study part which is pretty dope.

Highly recommended! If you are starting out in UX Design. Get your UX foundations right with this course!

UXERS PK 06:

Fawad Kamal is on the brink of launching Pakistan's most extensive UX community, known as UXers PK 06. As the CEO and Founder, he spearheads this groundbreaking initiative, poised to reshape the UX landscape in Pakistan while nurturing a culture of collaboration, innovation, and growth.

At the heart of UXers PK 06 lies a vibrant ecosystem that thrives on diversity and collaboration. This community is not just a platform; it's a dynamic ecosystem where designers, researchers, developers, and enthusiasts come together to amplify their passion for UX. Through a hybrid approach, UXers PK 06 will offer diverse opportunities to cater to various preferences and learning styles.

Here are the key aspects of UXers PK 06:

Strategic Vision: Fawad is the driving force behind the transformation of Pakistan's design landscape, emphasizing collaboration, innovation, and growth.

Leadership Role: Fawad sets and communicates the community's vision, forges partnerships, leads a diverse team, and empowers a vibrant community of designers, researchers, developers, and enthusiasts.

Shaping the Future: Through this community, Fawad is shaping the future of design excellence in Pakistan, continually exploring avenues for expansion and impact.

Community Meetups: These in-person gatherings serve as a hub for diverse talents, fostering knowledge exchange and connections among design enthusiasts.

Partnerships: UXers PK 06 collaborates with visionaries and experts, pooling resources to tackle design challenges and create exceptional solutions.

UXers PK 06 offers a variety of engagement opportunities:

Meetups: These dynamic in-person gatherings are breeding grounds for innovative ideas. They bring together individuals from diverse design backgrounds, fostering creativity, knowledge exchange, and a strong sense of community.

Workshops: Led by industry experts, these hands-on workshops delve into the intricacies of design methodologies, tools, and emerging trends. They equip participants with practical skills that drive innovation.

Events: The community hosts a diverse range of UX design events, catering to a wide spectrum of interests. These events include hackathons, panel discussions on design ethics, and industry insights, offering rich learning and networking opportunities.

Fawad's vision for UXers PK 06 is to create a thriving, inclusive, and dynamic UX community that not only fosters excellence but also facilitates meaningful connections and growth for all its members.

ASK AWAY

What guidance would you offer to individuals who aspire to become UI/UX designers or are considering a career in the technology industry?

For aspiring designers, my recommendation is to start with the basics, grasping the fundamentals of User Experience Design. I often suggest heading to Coursera and enrolling in the Google UX Design course, which can be accessed for free through Financial Aid. This course lays a strong foundation. Begin working on practical case studies and analyze renowned brands to understand how they enhance user experiences. User experience is a multifaceted field involving extensive user research, ideation, empathy, qualitative and quantitative research, a Design Thinking approach, problem-solving, usability testing, and collaborative teamwork.

I advise dedicating at least a year to honing your skills before considering an internship. While remote jobs are gaining popularity, I recommend starting with an onsite internship. This experience exposes you to the core ethics of an organization and offers insights into effective team dynamics. Transition to remote work after 3-4 years of hands-on experience to solidify your understanding.

Additionally, collaboration is key. Partner with individuals who complement your skills, & don't hesitate to seek mentorship & guidance from experienced professionals in the field.

For those interested in a technology career, my advice is to prioritize continuous learning & stay updated on the latest industry trends & technologies. Attend workshops, & conferences, & build a network with fellow professionals. Create a portfolio of projects that demonstrates your expertise and practical experience.





EMPOWERING COMMUNITIES, CRAFTING DESIGN EXCELLENCE: FAWAD KAMAL'S INSPIRING QUEST FOR A BETTER FUTURE



In addition to his substantial contributions to UI/UX Design and community development, Fawad Kamal actively advocates for responsible technology use. He emphasizes the importance of crafting technology solutions that prioritize the human element. Fawad is renowned for his expertise in UI/UX Design principles, and he uses his platform to discuss the significance of these principles in creating exceptional digital experiences.

Fawad's prominence also extends to his work in fostering communities. He has gained recognition for his efforts in building and empowering communities, contributing to their growth and impact. Through his dedication to UI/UX Design and community building, Fawad Kamal is dedicated to creating a more inclusive and thoughtful digital landscape for all.



USMAN KHAWAR KHAN

FOUNDER AND CEO AT ADX

Meet Usman Khawar Khan, a true entrepreneur who started from scratch. Growing up in a middle-class family, Usman Khan was an average student in school and university. Although he began his career with global giants like Zong, Huawei, and Pel, he soon realized he didn't quite fit in.



Business and Career Journey:

After resigning from his last job at PEL, Usman had a major financial crisis spanning a few years before he started his freelancing journey. Like every other freelancer in Pakistan, he worked on different freelancing platforms but mainly focused on Fiverr. It took him two whole months of constant efforts to gain his first-ever client whose project wasn't even relevant to marketing, but it was the silver lining Usman had been looking for and he never looked back. After months of sleepless nights and unwavering hunger for success, he soon realized he needed a team to manage the workload. He founded his first digital marketing agency, AdX. Years later he founded another digital marketing agency BlueTik and from there went on to create multiple successful e-commerce stores, first locally and then internationally. With an impressive paid ad spent experience of approximately Rs. 17 Crore, his business extends across 45 countries, making him a global force in digital marketing competing at the highest international level. Usman Khawar Khan has worked with prestigious clients, including Emmy Award-winning American film producers, US politicians, and multi-million dollar eCommerce giants.



Influencer | Trainer | Mentor:

Beyond his businesses, Usman Khawar Khan has generously shared his success and knowledge. He's been a digital marketing trainer at the biggest training center of eRozgar; Punjab University Lahore. Currently, he is also a mentor at Superior Group, a trainer at NearPeer, and a guiding force at QPro.

His influence extends to numerous universities and organizations where he has been regularly called for public talks, including Lahore College of Women University, UET Lahore, Superior University, FAST University, Punjab University, Extreme Commerce, and IM Sciences University.



USMAN KHAWAR KHAN

CHIEF EXECUTIVE OFFICER (CEO) &
FOUNDER AT BLUETIK

Usman Khan's dedication to training and mentorship has empowered thousands of individuals and helped his students collectively earn over Rs. 4 Crore, a testament to his commitment to nurturing future talent.

Usman has also been regularly invited to judge both national and international startup competitions as well as prestigious events like the Entrepreneurship WorldCup, SEE Pakistan, Startup Cohorts, Superior Technical Symposium, IEEE WIE Day, Growth Summit, and IEEE Freelancing Seminar, where he has judged as well as mentored many emerging talents. He often appears on TV channels guiding the young generation on the art of earning online through digital channels.

Inspiring Audiences and Nurturing Future Entrepreneurs:

Usman Khawar Khan's journey from an average student to a visionary entrepreneur is a source of inspiration for aspiring business minds. Today, he spearheads multiple thriving e-commerce businesses and has successfully launched his own ventures. His unwavering commitment to sharing knowledge and mentoring the next generation of entrepreneurs and his remarkable accomplishments truly set him apart. Usman Khan's story from financial crisis to financial freedom is a testament to the power of determination, resilience, and the pursuit of dreams in the ever-evolving world of business. His accomplishments stand as a beacon of inspiration for aspiring entrepreneurs everywhere.



SIDDIQA ZUBAIR

WIFE, MOTHER OF 2 DAUGHTERS,
AND A SUCCESSFUL ENTREPRENEUR

Siddiqa Zubair is a proficient and accomplished expert in the field of e-commerce and an efficient speaker. She earned her master's degree in Economics from Punjab University in 2012 and consistently demonstrated excellence in her academic pursuits. Driven by an unwavering passion for her work, Siddiqa has consistently achieved challenging targets throughout her career. Her journey began after marriage when she transitioned from teaching O-levels to entering the world of e-commerce in 2019. Today, she runs a thriving Private Label business on Amazon, continuously refining her skills while contributing to her professional growth.



Balancing Family Life and Career Aspirations:

Siddiqa hails from a typical Islamic family where the prevailing belief is that a girl's education should conclude with marriage being the ultimate goal, with little emphasis on pursuing a career. In 2012, Siddiqa got married shortly after successfully completing her MSC in Economics. She embraced family life, enjoying quality time with her husband. However, her desire to achieve something for herself always simmered.



Joining Enablers: A Pivotal Decision:

Siddiqa's relentless dedication paved the way to join Enablers, one of Pakistan's foremost e-commerce companies. It was in 2019 that Siddiqa explored the field of e-commerce, dedicating all her time to this new endeavor, however, her journey was not easy. Through hard work and divine guidance, she tasted success Within a Year in Amazon Private Label Business. Before joining Enablers in 2021, she was entrusted with a challenging task – demonstrating leadership qualities despite her limited social presence. Undeterred, she organized her first meetup in her hometown of Wah Cantt, bringing together over 350 individuals and empowering them to excel.

Connected Pakistan
pays tribute to **Arfa Karim**
A Computer Prodigy,
The Daughter of Pakistan.

SIDDIQA ZUBAIR

**WOMEN: THE MASTERS OF MULTITASKING, BALANCING
LIFE'S BEAUTIFUL CHAOS WITH GRACE AND STRENGTH**

From there, Siddiqa's journey continued as she took on leadership roles, organizing seminars and meetups in different cities. Within a year, she assumed the leadership of the Enablers campus in Attock and Quetta, despite the stark cultural differences. Today, she leads three Enablers campuses, impacting the lives of thousands of students.

Women's Empowerment: Siddiqa as the Enablers Female Wing Head:

In addition to her role as a campus leader, Siddiqa actively champions women's empowerment as the Enablers Female Wing Head. Her mission is to provide a roadmap for educated Pakistani women who aspire to achieve their goals. Her most significant accomplishment lies in being the First Female in Enablers to Lead three cities and campuses, earning recognition through numerous Best Performance Awards.



Support System: The Role of Her Husband and Faith:

Siddiqa firmly believes that when a woman aspires to achieve something, she can accomplish it with a little support. She is grateful for the unwavering support of her husband, who has been her steadfast companion throughout her journey to success, and above all, I am most grateful to Allah for blessing me so abundantly.





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You never know when your life is going to change, so always keep a positive outlook towards Allah, as you never know when and how He may bless you, you just need to keep working hard

SIDDIQA ZUBAIR

CP'S CORE INITIATIVES



Connected Pakistan Conference features keynotes, workshops, and networking opportunities. It's an excellent way for attendees to learn about new technologies, stay up-to-date with industry developments, and connect with others in the field.



Connected Women Conference initiative aims to bring the change in society. This initiative educates and empowers women to utilize their potential to the fullest. The future is technology and tech, and women need to be a part of it to boost our economy.



Growth Summit aims to bring together leaders in the technology industry to share their knowledge and experience with attendees. The summit aims to inspire attendees to think creatively and come up with new ideas that can drive innovation in their respective fields.



E Mustakbil is a program by Connected Pakistan that aims to create Connected Pakistan Chapters in universities and cities across Pakistan. Through workshops and seminars, we provide a platform for individuals to share their knowledge and experiences with one another.



She Can is a program designed by Connected Pakistan to empower women in Pakistan through technology. We believe that by providing women with the necessary skills and support, we can help them participate fully in the digital economy and reach their full potential.



TechTrip is a unique venture powered by Connected Pakistan that combines capacity building and training with wilderness adventures. Our goal is to provide individuals with an immersive and challenging learning experience that helps them to grow both personally and professionally.

CP'S CORE INITIATIVES



Connected Bytes is a short format video program that conduct interviews of industry experts. The interviews can be used for research, learning, or as a source of inspiration and guidance for individuals looking to enter or advance in the freelancing or IT industry.



Embark on the journey of Empowerment, Enlightenment and Acceleration with monthly Connected Magazine. A hub for the the youth and aspiring tech lovers to stay acknowledged with news, updates, sneak peaks, offers and much more.



The Connected Podcast covers a wide range of topics, including career advice, tips for running a successful freelancing business, and the latest trends in the IT and tech industry. Guests shares their experiences and insights on the industry.



Connected Today is your go-to source for daily updates on a diverse range of topics from around the world. Whether it's the latest in technology, startups, innovations, education, or more, Connected Today provides a comprehensive information dose to keep you informed and up-to-date.



The Connected Cricket League is a unique initiative of the Connected Pakistan , aimed at bringing together TechStars to engage in a healthy and fun activity of sports. The league provides a platform for technology enthusiasts and industry leaders to interact with each other in a different setting



30 Under 30" is an inspiring initiative that celebrates the achievements of young people in Pakistan and inspires others to follow in their footsteps. It represents a bold vision for the future of Pakistan, where the talent and potential of the youth are recognized and supported, and where innovation and entrepreneurship thrive



Connected Pakistan is a Tech Social Enterprise, a movement to Empower Pakistan's Future through Technology, Innovation, Entrepreneurship & Leadership!



Write to us : ask@connectedpakistan.pk

WhatsApp : 0326 21 31 934

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