



Individual Consultants Required

Terms of Reference

The Pakistan Digital Authority (PDA) is a statutory body established under the *Digital Nation Pakistan Act, 2025*, mandated to lead the country's transition into a digitally empowered nation. As the apex regulatory and implementation body, the Authority is responsible for executing the National Digital Masterplan to foster a robust Digital Economy, Digital Society, and Digital Governance.

We operate from the foundational truth that **digital is the new operating system for our economy**. This is not a simple digitization effort; it is a fundamental re-architecting of our nation's economic future.

Given the highly specialized, strategic, and time-bound nature of the assignment, PDA intends to engage individual consultants possessing deep domain expertise and international experience that is not readily available within the public sector.

Terms of Engagement

- **Selection Method:** The consultants shall be selected through Open Competitive Selection of Individual Consultants in accordance with the applicable Procurement Regulations.
- **Location:** Islamabad/Overseas (Hybrid), with frequent travel to Pakistan
- **Contract Duration:** 6 months, renewable subject to satisfactory performance and PDA requirements.
- **Remuneration:** Competitive market-based package.
- **Performance Evaluation:** Performance shall be assessed against agreed milestones and deliverables.
- **Reporting:** Reports to the Vice Chairperson or as notified by PDA

Application Process

- Interested national/international candidates should submit their CV and a Cover Letter highlighting their specific relevance to the Digital Nation Pakistan mandate to jobs@pda.gov.pk clearly mentioning the position applied for in the subject line, on or before **10 February 2026**.
- PDA reserves the right to shortlist candidates and conduct interviews, and to accept or reject any application without assigning any reason.

HR Manager

Pakistan Digital Authority (PDA)

Website: <https://www.pda.gov.pk/>

7th Floor, Kohsar Block, Pak Secretariat, Islamabad

1. Senior Consultant – Digital UX / Experience Design

Objective of the Assignment

To define and enforce the "**Pakistan Digital Design System**" (PDDS). This consultant will ensure that all digital interfaces produced by the government are world-class, accessible, consistent, and intuitive for a population with varying levels of digital literacy.

Scope of Work & Key Responsibilities



Government of Pakistan Pakistan Digital Authority



- **Design System Leadership:** Build and maintain a centralized atomic design system (UI kit, code components, style guides) to be used by all government vendors and agencies.
- **Accessibility & Inclusion:** Ensure all digital products meet WCAG 2.1 AA/AAA standards, designing specifically for low-literacy users, non-English speakers, and users on low-end devices.
- **Usability Testing:** Establish a rigorous usability testing lab to validate interfaces with real citizens before rollout.
- **Vendor Quality Assurance:** Review and audit UI/UX deliverables from external software vendors to ensure compliance with national standards.

Required Qualifications & Experience

- **Education:**
 - Degree in HCI (Human-Computer Interaction), Graphic Design, or Computer Science.
- **Professional Experience:**
 - **5+ years** in UX/UI Design, with a portfolio demonstrating large-scale design systems.
 - Experience leading design for **mass-market consumer apps** or national portals in developing nations.
- **Key Competencies:**
 - Expertise in Figma, Prototyping, and Frontend frameworks (React/Vue) from a design perspective.
 - Deep understanding of **Mobile-First** design for emerging markets.