

# Ayesha Ali

■ Islamabad, Pakistan | ■ ayesha.ali.designs@gmail.com | ■ 0321-9988776  
■ behance.net/ayeshaali | ■ linkedin.com/in/ayeshaali

## Core Skills

- Adobe Photoshop, Illustrator, InDesign
- Logo & Branding Design
- Social Media Post Design
- UI/UX Wireframing (Figma, Adobe XD)
- Print Design (Flyers, Brochures, Business Cards)

## Professional Summary

Creative and detail-oriented Graphic Designer with experience in developing visual concepts that inspire, inform, and captivate audiences. Skilled in digital and print media with a focus on branding and user engagement. Adept at working with clients to translate ideas into compelling designs.

## Experience & Projects

**Freelance Graphic Designer** – Designed brand logos, business cards, and social media content for startups.

**UI Design Project** – Created modern mobile app wireframes using Figma with an emphasis on user experience.

**Marketing Campaign Designs** – Developed posters, flyers, and digital ads for local businesses.

## Education

Bachelor of Fine Arts in Graphic Design  
National College of Arts, Islamabad  
2019 – 2023

## Certification

Graphic Design Specialization – Coursera

## Personal Attributes

- Creative Thinker & Problem Solver
- Strong Communication Skills
- Ability to Work Under Deadlines
- Passion for Modern Design Trends
  
- References available upon request