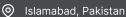




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in LinkedIn



Web Portfolio

## **EXPERIENCE**

#### **Codistan Ventures**

# **UX/UI** Designer

1 yr (July 05 - Cont...)

As a UXUI designer, my role involves collaborating with team lead, project managers and engineers to gather user requirements, creating user flows, wireframes, designing graphic user interfaces, developing UI mockups and prototypes, identifying and troubleshooting UX problems, and adhering to style standards.

#### Work Summary

- · Successfully completed over 20 projects, including websites, dashboards, mobile apps, and product designs.
- · Conducted in-depth user research to understand user requirements, transforming these insights into intuitive and user-friendly UI designs.
- · Collaborated closely with cross-functional teams to ensure cohesive integration of ideas, resulting in designs that delight users and align with company objectives.

#### Codeaza Technology

## Front end Developer

6 mos (May 22 - Oct 22)

Implemented web-based initiatives using HTML, CSS and CSS frameworks to streamline development, collaborating closely with project management and the front-end team. Designed the user interface for an E-Sports Gaming App, utilizing React Native and Figma for comprehensive UI/UX design.

#### Freelancing

### Web Designer

5 mos (Dec 22 - Apr 23)

As a freelance web designer and developer, I have developed e-commerce websites for Amazon clients and created multiple landing pages.

## **CERTIFICATIONS**

### UX Design(1/7)

Coursera, Google Mar-24 - Cont...

# **Designing User Interfaces and Experiences**

IBM Feb-24

#### Webflow 101

Webflow Apr 24 - Cont...

### Figma for UX Design

LinkedIn Learning

### Front-End development

Coursera Sep-22

# **SKILLS**

## Design

Personas, user stories, user journey map, problem statement identification, information architecture, mockups, wireframing, rapid prototyping, usability study & testing, interaction design, user flows, interface design, design system, drawing, typography, ui design, responsive design, accessibility, user testing, visual design, storyboarding, agile development

#### Research

UX research, competitive audit. marketing analysis and usability study

#### **Process**

Human center design and design

# **Technical**

Figma, adobe xd, html, css, adobe photoshop, adobe illustrator, adobe indesign, adobe premier pro, miro, balsamiq wireframes, canva, video editing, trello, asana, webflow, framer, wordpress

### **EDUCATION**

# Bachelor of Computer Science

University of Engineering and Technology, Taxila

Feb 18 - Apr 22

## **LANGUAGES**

English Urdu