

Laiba Kanwal

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About me: My expertise lies in UI/UX design, honed through an internship at Bytewise Limited. I specialize in using Figma, Adobe XD, and Illustrator to craft intuitive user experiences and captivating interfaces.

EDUCATION FJW University Rawalpindi Kachehri chowk rwp, PK

Bachelor of Science in Software Engineering:

September 2020 – July 2024

- Relevant Coursework: Data Structure and Algorithm, Object Oriented Programming, Machine Learning, Artificial Intelligence, Internet Of Things, Information Security

WORK EXPERIENCE

Bytewise Limited (UI UX Designer) Rawalpindi, PK. March 2023 – September 2023

- Spearheaded the enhancement of user experience across web and mobile platforms, focusing on site responsiveness and intuitive navigation.
- Led initiatives to elevate design processes, resulting in a 20% increase in team productivity and project efficiency.

Meezan Bank Internship (Branch Banking)) Rawalpindi, PK. March,2024 – April, 2024

- Managed Term Deposit Receipts (TDR) documentation, ensuring accurate and efficient record-keeping and processing.
- Handled daily correspondence, including receiving and organizing emails, to maintain smooth communication within the branch.

OurOmine Technologies (UI/UX Designer) Rawalpindi, PK. 2023 – 2024

- Conducted user research and usability testing to gather insights and inform design decisions, ensuring a user-centric approach to all projects.
- Created wireframes, prototypes, and high-fidelity mockups to effectively communicate design ideas and workflows.

ACADEMIC PROJECTS Final Year Project: Virtulexia (Empowering Dyslexic Learners using Generative AI via Virtual Reality)

- Spearheaded the development of Virtulexia, a groundbreaking project aimed at addressing daily challenges faced by dyslexic learners.
- Designed and implemented an intuitive user interface within our 3D game environment to facilitate effortless voice/text input, driving monthly engagement from over 100 dyslexic learners.
- Leveraged advanced technologies including Generative AI and Virtual Reality to enhance the backend infrastructure.

Additional Projects

- **IOT Based Humidifier:** Created a smart and connected system that enables remote monitoring and control of the humidity levels within a given environment. This system includes features that provide the user with a personalized and intelligent solution for maintaining a healthy living environment.

NOTABLE ACHIEVEMENTS Academic Excellence – FFMS, Chakri Rajgan

Granted a prestigious scholarship for 2 years for exemplary academic achievements

Microsoft Learn Student Ambassador (Beta Level) – FJWU

- Excelled in the MLSA Power BI event and CHATBOTS AND AI events hosted by me, showcasing proficiency and delivering measurable results in both competitions.

CO-CURRICULAR ACTIVITIES Got Selected in ICEST 2023 FJWU Rwp, PK

Management Team Head: Directed the coordination of a 100+ member audience, pivotal to the success of a highly accomplished virtual events hosted by myself.

Computer & Software: Python, HTML/CSS, Figma, Adobe Illustrator, Adobe XD.

Language Proficiency: English (*Proficient: 8/10*), Urdu (Native language: 9/10).