

# AFIFA SULTANA

UI/UX Designer | Mobile & Web | User-Centered Design

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[Afifa-Portfolio link](#)

## PROFESSIONAL SUMMARY

UI/UX designer with a Computer Science background, skilled in creating intuitive web and mobile interfaces through user research, wireframing, prototyping, and usability-focused design.

## TECHNICAL SKILLS

- User Research & Persona Development
- Information Architecture
- User Flows & Journey Mapping
- Wireframing (Low → High Fidelity)

## TOOLS & TECHNOLOGIES

Design: Figma • Adobe XD • Adobe Illustrator • Photoshop • Canva

Research: Google Workspace • FigJam • Google Analytics

Development: HTML • CSS • JavaScript

## SOFT SKILLS

- Adaptability in Agile Environments
- Attention to detail
- Continuous Learning Mindset

## WORK EXPERIENCE

UI/UX Frontend Web Development Intern — Civil Aviation Authority

Mar 2024 – Apr 2024 | Karachi

- Designed and developed responsive internal web interfaces using HTML, CSS, and JavaScript, applying UI/UX principles to improve usability across devices.
- Improved interface consistency and accessibility by refining layout structure, typography hierarchy, and navigation patterns.
- Supported the Airline Management System by simplifying data-heavy workflows and restructuring screens for clearer task completion.

## PROJECTS

Schedulink – Class Scheduling App (UI/UX Design)

- Designed user flows, wireframes, and interactive prototypes in Figma to improve timetable visibility and task navigation.
- Applied information hierarchy and usability-driven layout decisions to simplify interaction paths.
- Result: Reduced user effort and improved scheduling efficiency through streamlined navigation.

WeForU – Community Support App (UI/UX Design)

- Developed end-to-end onboarding, posting, and messaging flows using journey mapping and accessibility-focused design patterns.
- Created high-fidelity prototypes prioritizing clarity, trust, and ease of use.
- Result: Increased first-time user clarity and reduced friction across key user interactions.

FYP Management System – UI Redesign (Web Platform)

- Reorganized navigation and interface structure using UX principles to improve workflow clarity and consistency.
- Applied visual hierarchy and layout refinement to support faster information scanning.
- Result: Improved usability and reduced cognitive load for students and faculty users.

## EDUCATIONAL EXPERIENCE

- B.Sc. Computer Science — Jinnah University for Women (2020–2023)
- Intermediate (Pre-Engineering) — Govt. College for Women (2018–2019)

## PROFESSIONAL CERTIFICATIONS

Google UX Design — Coursera, Graphics Design & Freelancing — DigiSkills