



## Ayesha Riaz

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### WORK EXPERIENCE

01/10/2023 – CURRENT Islamabad, Pakistan

#### SENIOR UI UX DESIGNER INTERFACE X

##### Lead Design Projects:

- Take ownership of complex UI design projects from concept to completion.
- Collaborate with product managers, developers, and other stakeholders to define project requirements and design solutions.

##### User Research and Analysis:

- Conduct user research, usability testing, and competitive analysis to inform design decisions.
- Analyze user feedback and activity to iterate and improve the user experience.

##### Design and Prototyping:

- Create high-fidelity designs, wireframes, and prototypes using design tools such as Sketch, Figma, or Adobe XD.
- Develop and maintain design systems and style guides to ensure consistency across products.

##### Collaboration and Communication:

- Work closely with cross-functional teams to ensure design feasibility and implementation accuracy.
- Communicate design concepts and solutions effectively to stakeholders and team members.

##### Mentorship and Leadership:

- Mentor junior designers, providing guidance and feedback to help them grow their skills.
- Lead design reviews and provide constructive feedback to maintain high design standards.

##### Stay Updated with Industry Trends:

- Stay current with the latest UI design trends, techniques, and technologies.
- Implement best practices and innovative design solutions to enhance the user experience.

##### Quality Assurance:

- Ensure that final UI designs meet quality standards and align with the brand's visual identity.
- Collaborate with developers to ensure accurate implementation of designs.

##### Problem Solving:

- Identify and address design-related issues, finding creative solutions to enhance user satisfaction.

22/08/2022 – 06/09/2023 Rawalpindi, Pakistan

#### MID UI UX DESIGNER CONSULTANCY OUTFIT

##### 1. User Research and Analysis:

- Conduct user research to understand the needs, motivations, and behaviors of the target users.
- Analyze user feedback and data to derive insights for improving user experience.

##### 2. Wireframing and Prototyping:

- Create wireframes, user flows, prototypes, and mockups to effectively communicate interaction and design ideas.
- Iterate on designs based on feedback and usability testing.

##### 3. UI Design:

- Design intuitive and responsive user interfaces for web and mobile applications.
- Ensure consistency in visual elements across products, following brand guidelines.

##### 4. Collaboration:

- Collaborate closely with cross-functional teams including developers, product managers, and marketers.
- Communicate design ideas and rationale effectively to stakeholders.

##### 5. Usability Testing:

- Conduct usability testing and gather feedback, iterating designs based on user feedback and data.
- Identify and troubleshoot UX problems (e.g., responsiveness, accessibility).

##### 6. Interaction Design:

- Design interactive elements such as buttons, menus, and widgets.
- Ensure a seamless and intuitive user experience across all platforms.

## 7. Accessibility and Inclusivity:

- Advocate for accessibility standards and ensure designs are inclusive for users with disabilities.
- Conduct accessibility audits and implement improvements as needed.

## 8. Stay Updated:

- Stay up-to-date with industry trends, best practices, and emerging technologies in UI/UX design.
- Continuously improve skills and learn new design tools and techniques.

## 9. Documentation and Specification:

- Create design specifications, style guides, and design systems to ensure consistency and scalability of designs.
- Document design decisions, guidelines, and processes for reference.

## 10. Project Management:

- Manage multiple projects and prioritize tasks effectively to meet deadlines.
- Coordinate with team members to ensure timely delivery of design assets and implementations.

## 11. Client Interaction:

- Occasionally interact with clients to understand project requirements and present design solutions.
- Incorporate client feedback into design revisions.

## 12. Quality Assurance:

- Perform quality assurance on implemented designs to ensure they match the intended user experience and design specifications.

10/02/2020 – CURRENT Remote, Pakistan

### FREELANCE UI DESIGNER FIVERR

As a freelance UI designer on Fiverr, my work revolves around creating compelling and user-centered design solutions remotely. I specialize in crafting intuitive user interfaces for websites, web applications, and mobile apps, meticulously aligning designs with client branding and user preferences. Utilizing tools like Figma, I excel in prototyping and testing clickable prototypes to ensure seamless user experiences across various devices. Client communication is paramount; I engage closely with clients to understand their vision, incorporate feedback effectively, and deliver high-quality designs within deadlines. My approach blends creativity with usability insights gained from remote user research and usability testing, ensuring each project meets both aesthetic and functional goals. Continuously staying abreast of industry trends and refining my skills allows me to offer cutting-edge design solutions that exceed client expectations on every project.

## EDUCATION AND TRAINING

01/07/2023 – 29/07/2023 Wah Cantt, Pakistan

### FOUNDATIONS OF USER EXPERIENCE (UX) DESIGN Coursera

Website <https://www.coursera.org> | Level in EQF EQF level 7

## LANGUAGE SKILLS

Mother tongue(s): **URDU**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
<b>ENGLISH</b>	C2	C1	C1	C1	C2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

## DIGITAL SKILLS

### Digital Art

Digital Art | Graphic Design | ui ux design | Prototyping | QA