


UI/UX Designer



# TALIA QURESHI

Has more than 3 years of experience in design and writing. Mastering various design tools such as Figma, Photoshop, Illustrator. Has expertise in research, content writing, branding, product design, web design and advertising print.

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## EDUCATION

### Master in Human Technology Interaction

Tampere University

Year of Graduation: currently enrolled

### Bachelor's Degree in Computer Science

Bahria University

Year of Graduation: 2019

## CERTIFICATIONS

### Google UX Design Professional Certification

Year of Completion: 2022

### Complete Web and Mobile designer: UI/UX, Figma

Certification from Zero to Mastery (Udemy)

Year of Graduation: 2022

## PROFESSIONAL SKILLS

Product Design	★★★★★
User research	★★★★★
Usability testing	★★★★★
Wireframing and Prototyping	★★★★★

## EXPERIENCE

### UI/UX Designer

Six Sigma Consult | 2023

- Redesigned the web service with user research, leading to a 40% decrease in drop-off rates within the first month of launch.
- Collaborated cross-functionally with product managers and developers to design intuitive and user-friendly interfaces, resulting increase in user engagement.
- Conducted design thinking workshops within the team, cutting development cycles by 50%.
- Conducted competitor analysis and market research, launching differentiated features, capturing 10% more market share in six months.
- Executed usability tests, optimizing user flows and enhancing the service.

### Senior Content Writer

Egeeks Global | 2019-2022

- Manipulate large, complex information into manageable, understandable reports.
- Conducted thorough research on industry trends, producing reports that guided strategic decisions and contributed to an improvement in content relevance.