



Ayesha Siddique

UI/UX Desinger

Highly skilled and experienced UI/UX Designer with 2 years of expertise in creating visually stunning and user-friendly designs. Proficient in a wide range of design domains, including logo design, flyer design, poster design, book cover design, website landing page design, mobile UI design, and brochures. A creative problem solver with a strong understanding of user-centered design principles and a passion for delivering exceptional user experiences. Proficient in tools such as Adobe Photoshop, Adobe Illustrator, XD, Figma, and Canva.

CONTACT

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Address

johar Town lahore, pakistan.

EDUCATION

2017 – 2021

BS Computer Sciences
University of Engineering &
TechnologyLahore

EXPERTISE

- User Experience Design (UX)
- User Research
- Design Thinking
- Problem Solving
- Usability Testing
- Wire-framing
- Prototyping
- User Interface Design (UI)
- Mobile Application
- Web Applications
- Website
- Landing Pages
- Adobe XD
- Figma
- Adobe Illustrator
- Adobe Photoshop

LANGUAGE

English

Urdu

EXPERIENCE

Jan 14, 2022 – Present

Arhamsoft(Pvt) Ltd.

UI/UX Desinger

- Collaborated with cross-functional teams to design and develop intuitive user interfaces for web and mobile applications.
- Conducted user research, user interviews, and usability testing to gain valuable insights and inform design decisions.
- Created wireframes, interactive prototypes, and high-fidelity visual designs using tools such as Adobe Photoshop, Adobe Illustrator, XD, and Figma.
- Developed userflows ,navigation structures, and interaction patterns to enhance user engagement and satisfaction.
- Worked closely with development teams to ensure seamless implementation of designs and maintained design consistency throughout the product lifecycle.
- Conducted design reviews and provided constructive feedback to improve the overall user experience.
- Produced visually compelling designs for logos, flyers, posters, book covers, website, landing pages, mobile UI, and brochures, utilizing a combination of artistic creativity and user-centered design principles.

Aug 24, 2021 – Jan 10, 2022

Tecjaunt

UI/UX Desinger

- Assisted junior designers in creating user-centric designs for various projects.
- Contributed to the creation of wireframes, interactive prototypes, and visual designs.
- Conducted competitor analysis and research to identify industry best practices and emerging design trends.
- Participated in user testing sessions and gathered user feedback for iterative design mprovements.
- Assisted in the development of design assets and collaborated with developers to ensure design feasibility.

HOBBIES

Watching Drama | Video editing | Social Networking | Motivation