Zahoor Ahmed
UI/UX Designer

As a passionate UI/UX Designer with a strong focus on creating seamless, user-centered designs, I specialize in developing intuitive and visually engaging interfaces.

Portfolio

Contacts

✉ za0389188@gmail.com

in Zahoor Ahmed

🌐 zahoor-portfolio.vercel.app

📞 +92 3010822243

Experience

Creative Hawks , Lahore (Remote)

Jul 2025 - Oct 2025

Created **wireframes and interactive prototypes** in Figma, streamlining the design approval process.

Converted complex requirements into simple, easy-to-use, and visually engaging designs.

SES MUET , Jamshoor (Onsite)

Feb 2023 - Mar 2024

Optimized UI elements, reducing bounce rates by 12% and enhancing user engagement.

Reduced bounce rates by 15% after conducting usability tests and applying improvements.

Collaborated with developers to ensure pixel-perfect implementation of designs.

Next Gen Dev, India (Remote)

Feb 2022 – Apr 2022

Created wireframes, prototypes, and high-fidelity designs to streamline the design-to-development process.
Worked closely with the **QA team** to identify and resolve design-related issues pre-launch.

Regularly participated in **design critiques** to iterate and refine solutions based on team feedback

Skills

Research
User Research, Usability Testing, Competitive Analysis, User Personas Creation, Behavioral Analytics, User flow/ Customer flow.

Design
Wireframing, Prototyping, Color Theory, Design Composition, Visual Design, Hierarchy & Contrast, Design Principles, Interaction Design.

Collaboration
Hard working, Punctuality, Team Work, Calm Mind, Problem Solver.

Tools
Figma, Adobe Illustrator, Adobe XD, Canva

Education

Bachelor's Software Engineering
Mehran University of Engineering Jamshoro , Nov 2021 – Nov 2025

Intermediate
B.I.S.E Larkana
Apr 2017 – Apr 2021