Rafia Mehmood

Lahore | https://www.linkedin.com/in/rafia-mehmood-5bb795229/ | +92 303 3365588 | rafialakhvi@gmail.com

PROFESSIONAL SUMMARY

Creative and detail-oriented UI/UX and Graphic Designer with hands-on experience in designing user-centric web and mobile interfaces, wireframing, prototyping, and branding. Proficient in Figma, Adobe XD, Illustrator, and Photoshop. Passionate about creating intuitive and visually appealing designs that enhance user experiences and drive engagement.

SKILLS

- **UI/UX:**   Wire-framing, Prototyping, Auto-layouts, User research, Responsive design
- **Graphic Design:** Branding, Typography, Illustration, Print design, Logo design
- **Tools:**   Figma, Adobe XD, Adobe Illustrator, Adobe Photoshop
- **Soft Skills:**   Collaboration, problem-solving, time management, leadership

EXPERIENCE

UI/UX Designer   **Lahore, Pakistan**
Reownlogics (IT Company)   **Dec, 2024- Present**

- Designed and delivered 20+ user-centric web and mobile interfaces, improving user engagement by 20%.
- Created frames, prototypes, and high-fidelity designs using Figma and Adobe XD, ensuring alignment with client requirements.
- Conducted user research and usability testing to identify pain points and improve overall user experience.

UI/UX Design Intern   **Lahore, Pakistan**
Code District (IT Company)   **Jul, 2024 - Sep, 2024**

- Collaborated on multiple projects, contributing to the full design process from wireframing to high-fidelity prototyping.
- Utilized advanced Figma features like auto-layouts, responsive grids, and component libraries to create scalable and consistent designs.
- Delivered design solutions that met client deadlines and enhanced product usability.

UI/UX Design Intern   **Lahore, Pakistan**
CodSoft (IT Company)   **Aug, 2023 - Sep, 2023**

- Designed and delivered intuitive digital interfaces for web and mobile applications, improving user engagement by 15%..
- Created wireframes and interactive prototypes for travel company applications and email templates, enhancing usability and user satisfaction.
- Conducted user research and iteratively refined designs based on feedback, ensuring alignment with user needs and business goals.

Director of Graphic Design   **Lahore, Pakistan**
Google Developers Student Club (GDSC) – UET   **Dec, 2022 - Aug, 2023**

- Led a team of 5 designers to create engaging posters, social media graphics, and event materials for the GDSC chapter.
- Managed design projects from concept to completion, ensuring high-quality deliverables on time.
- Mentored team members to improve their design skills and workflow efficiency.

Graphic Designer   **Lahore, Pakistan**
Tech Tehwaar 4 (Event by Devsinc)   **Aug, 2023**

- Designed promotional materials, including posters, banners, and social media graphics, for a large-scale tech event.
- Collaborated with the event team to ensure designs aligned with the event's branding and messaging.

Graphic Design Team Member   **Lahore, Pakistan**
Environment & Horticulture Society   **May, 2021- May, 2022**

- Designed 20+ social media posts and promotional materials, increasing audience engagement by 15%.
- Organized and managed a street art competition, including resource allocation and award ceremony coordination.

EDUCATION

University of Engineering & Technology   **Lahore, Pakistan**
Bachelor in Computer Science   **Oct, 2020 – May, 2024**

CERTIFICATION

- **Foundations of User Experience (UX) Design** - Google (Coursera)
- **Start the UX Design Process: Empathize, Define, and Ideate** - Google (Coursera)
- **Build Wireframes and Low-Fidelity Prototypes** - Google (Coursera)
- **Certificate of completion as Graphic Designing Lead** - GDSC UET chapter

PORTFOLIO

- **Behance portfolio:** https://www.behance.net/rafialakhvi
- **Google drive:**   https://drive.google.com/file/d/1XOXTip9XiTnBZ-w1Hjhck6kP9UDSIbAy/view