

Areeba Hamid

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Objective:

I am a motivated and detail-oriented UI/UX Designer with a strong foundation in UI/UX tools, specializing in 2D & 3D designs and development

Experience:

Lead UI/UX Designer at DotLabs Inc. | 2023 - Present

- Led the redesign of a major e-commerce platform, increasing conversion rates by **35%**.
- Developed **comprehensive design systems** for **50+ clients**, improving consistency and efficiency.
- Conducted **user research, A/B testing, and usability studies** to inform design decisions.
- Collaborated with developers to ensure seamless **design-to-code** implementation.
- Mentored junior designers and provided **art direction** on multiple client projects.

Freelance UI/UX Designer

🔑 Self-Employed | 2022 - Present

- Designed intuitive **web and mobile interfaces** for startups and businesses.
- Created high-fidelity wireframes, prototypes, and interactive user flows.
- Provided branding and visual identity services, including logos and UI kits.
- Worked closely with developers to optimize design handoffs and improve usability.

Education:

- **COMSATS University Islamabad, Lahore Campus | BS Computer Science (CGPA: 3.34/4) | 2022 - Present**

Skills:

Design & UI/UX

- Wireframing & Prototyping
- Design Systems & Components
- Usability Testing & Research
- Interaction & Visual Design
- Accessibility & Inclusive Design

Tools & Software :

📱 Figma, Framer, Webflow, Blender

🎨 Adobe Photoshop, InDesign, Lottie

I have a complete knowledge of 2D and 3D Frontend development, Next.js, 3js, React Three Fiber, React, HTML, CSS, JavaScript, Tailwind CSS