

Ariqa Amir Waseem

ariqaamirwaseem@gmail.com

Lahore, Pakistan | +92 3419233158

LinkedIn: www.linkedin.com/in/ariqaamirwaseem

Portfolio: <https://ariqaamirwaseem.github.io/ariqa-portfolio/>

Professional Experience

Creative and detail-oriented UI/UX Designer with 3+ years of experience in designing user-friendly interfaces and enhancing user experiences. Proficient in user research, wireframing, and prototyping, with a keen eye for visual design and a passion for creating intuitive and aesthetically pleasing digital products. Experienced in collaborating with cross-functional teams to deliver innovative solutions that drive customer engagement and satisfaction.

Wizard Analytics, Atlanta, Georgia (Remote)

Jun 2022- present

- **Enhanced Market Positioning:** Improved brand visibility and market positioning through strategic brand management and innovative product design, leading to increased customer engagement and loyalty.
- **Leadership in Cross-Functional Teams:** Successfully led cross-functional teams, fostering collaboration and driving the creation of user-centric designs that align with business goals and customer needs.
- **Comprehensive User Research and Usability Testing:** Conducted in-depth user research and usability testing to gather actionable insights, ensuring that designs are both intuitive and user-friendly.
- **Website Revamp for Improved Engagement:** Revamped websites with a focus on enhancing user interaction and engagement, resulting in higher conversion rates and improved user satisfaction.

Custom Gateway International, Hong Kong (Remote)

Nov 2022- May 2023

- Designed visually compelling and user-friendly social media graphics.
- Collaborated on product designs and conducted user research.
- Created engaging content to boost brand presence.
- Improved website interaction through thoughtful UI enhancements.

Ittehad Limited

June 2021- Oct 2022

- Utilized brand management and UI/UX design expertise to enhance market positioning.
- Created Adobe Suite, figma static models and designs
- Created on premier pro and photoshop for social media postings
- Improved website interaction with user-centric redesigns.

Education

Kinnaird College for Women

2017- 2021

Bachelors in Design (CGPA 3.64 with a Distinction)

Kinnaird College for Women

2015- 2017

Intermediate in Humanities

DHA Senior School

2012- 2015

Olevels Pure Sciences

Technical Skills

- 5+ years in Adobe Suite (Photoshop, Illustrator), 3+ years in Figma
- UI/UX Design, Wireframing & Prototyping, User Research & Testing, Interaction Design
- Responsive Design, Market Analysis, Conversion Rate Optimization (CRO), Landing Page Design, Static Ads & Proposals, A/B Testing & Data-Driven Design Optimization
- Integration of Brand Elements into Performance Marketing Strategies, Effective Feedback Handling