

# Syed Usama

PRODUCT DESIGNER



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## ABOUT US

Enthusiastic UI/UX Designer with a strong foundation in creating user-centered designs and a keen eye for detail. Experienced in wireframing, prototyping, and conducting user research to inform design decisions. Proficient in industry-standard tools like Figma and Adobe XD, with a solid grasp of design principles and best practices. Adept at collaborating with cross-functional teams to deliver engaging digital experiences. Eager to grow and contribute innovative ideas in a fast-paced environment, dedicated to enhancing user satisfaction through thoughtful design.

## EDUCATION

<b>SIMT University</b>	<b>Karachi PK</b>
• Bachelor of Business Administration	Present
<b>SM Commerce &amp; Economic College</b>	<b>Karachi PK</b>
• Intermediate in Commerce	2020
<b>Oxford English High School</b>	<b>Karachi PK</b>
• Computer Science	2017

## ABILITIES

• Figma • Adobe XD • In Vision

## EXPERIENCE

<b>UX Pressify</b>	<b>Karachi PK</b>
Product Designer	Feb 2024 to Present
<ul style="list-style-type: none"><li>Assisted in the design and development of wire frames, mockups and prototype for various digital product.</li><li>Conduct user research and usability testing to gather insight and improve design decisions.</li><li>Collaborated with cross-functional teams, including developer and product managers, to create user-centered designs.</li></ul>	
<b>Freelance</b>	<b>Karachi PK</b>
UI/UX Designer	Mar 2023 to Feb 2024
<ul style="list-style-type: none"><li>Created branding materials, including logos, business card, and brochures for various clients.</li><li>Design Social media graphic and promotional materials helping clients increase their online presence and engagement.</li><li>Worked closely with clients to understand their needs and deliver solutions that enhance user engagement and satisfaction.</li></ul>	

## SKILLS

- Application Design
- Web site Design
- Communication Skill
- Team Work
- Problem-solving
- Creativity
- Time Management
- Eye for Detail