AYESHA SADDIQUE
UI/UX | GRAPHICS DESIGNER
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ayeshasaddique121@gmail.com

PROFESSIONAL SUMMARY

UI/UX and Graphic Designer with 3+ years of expertise in digital product design and user experience optimization. Skilled in user research, wireframing, and high-fidelity prototyping using Adobe Creative Suite and Figma. Track record of increasing user engagement through data-driven design solutions and cross-functional collaboration. Combines strong visual design capabilities with user-centered methodologies to deliver intuitive interfaces for web and mobile platforms.

CORE COMPETENCIES

- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Experience with prototyping tools
- understanding of UI/UX principles and design tools (Sketch, Figma, Adobe XD)
- Ability to manage multiple projects and prioritize tasks effectively
- Excellent communication and collaboration skills
- Strong attention to detail and commitment to delivering high-quality work

PROFESSIONAL EXPERIENCE

ArhamSoft Pvt

Senior UI/UX Designer | Graphic Designer | Arhamsoft(Pvt) Ltd. | March 2022 - November 2024

- Spearheaded the design of 35+ web and mobile applications, resulting in a 40% increase in user engagement metrics
- Implemented user-centered design methodologies through comprehensive research, user interviews, and usability testing with 200+ participants
- Created and maintained design systems using Figma and Adobe XD, improving design consistency and development efficiency by 30%
- Designed and delivered 25+ high-fidelity prototypes using Adobe XD and Figma, facilitating seamless developer handoff
- Led 20+ stakeholder presentations and design reviews, incorporating feedback to optimize user experiences
- Produced brand-aligned visual assets including logos, marketing materials, and digital content using Adobe Creative Suite

Tecjaunt

UI/UX Designer | Graphic Designer | Tecjaunt | February 2021 - February 2022

- Designed and delivered 8+ responsive web applications and mobile interfaces using Figma and Adobe XD, achieving a 90% client satisfaction rate
- Developed and maintained a scalable UI component library with 200+ reusable elements, reducing design iteration time by 30%
- Orchestrated usability testing sessions with 50+ participants, implementing data-driven improvements that increased user engagement by 25%
- Mentored 3 junior designers in UX methodologies and design systems, improving team productivity by 40%
- Created comprehensive design documentation and style guides for development handoffs, reducing implementation time by 20%
- Collaborated with development teams to ensure pixel-perfect implementation of designs across platforms

PORTFOLIO AND PROFILE

https://xd.adobe.com/website-design

https://xd.adobe.com/graphics-design

www.linkedin.com/in/ayeshasaddique121

EDUCATION

2017 - 2021 | University of Engineering and technology UET
Bachelor of Computer Science -BSCS