

# MUHAMMAD USMAN

WEB UX/UI DESIGNER



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<https://engrshanii.github.io/Usman/>



Lahore, Punjab, PK

## PROFILE

Experienced UI/UX Designer with 2+ years of experience in user interface and user experience design. Proven ability to create user-friendly designs and develop innovative digital solutions. Strong understanding of the latest web and mobile design trends and technologies. Experienced in creating prototypes and engaging visuals to enhance user engagement.

## EXPERIENCE

### 2023- PRESENT

#### UI UX DESIGNER

*Vive Printing | Lahore*

Innovative UI/UX Designer at Omega Tech Solutions dedicated to creating seamless user experiences through research-driven design. Led projects from planning to execution, conducting stakeholder interviews, developing personas and sitemaps, prototyping interactions, and testing usability.

- Created user interfaces with sophisticated design and information architecture to ease customer journey and improve user experience resulting in an 18% increase in customer satisfaction.
- Executed wireframe and prototype creation for packaging vendor e-commerce platform, resulting in a 50% reduction in customer support inquiries and a 20% increase in average order value.
- Conducted end-user testing on clickable prototypes to identify and resolve UX issues before development
- Developed wireframes, prototypes, and visual assets to optimize the packaging vendor e-commerce experience; resulting in a 40% increase in conversion rate and a 25% decrease in cart abandonment rate.

### 2023

#### UI UX DESIGNER

*Tech Partner | Lahore*

Creative and skilled UI/UX Designer at TechPartner specializing in translating brand identity into visually appealing user interfaces. Collaborated closely with UX team on Vive Tech website redesign to harmonize UI with enhanced user flows. Conceptualized aesthetics through mood boards, style tiles, and high-fidelity responsive mockups across all site pages and assets. Designed logo, icons, and graphical elements aligned with brand guide

- Collaborated with UX designers on Vive Tech website redesign to conceptualize visual style and branding
- Created mood boards, style tiles, and high-fidelity visual mockups for home, product, and contact pages
- Designed logo, icons, and other graphical elements aligned with brand identity
- Implemented UI designs using HTML, CSS, and JavaScript based on approved responsive wireframes

### 2022 - 2023

#### UI UX DESIGNER

*Orbiquon | Lahore*

Skilled UI/UX Designer at Orbiquon committed to enhancing digital products through intuitive yet visually engaging interfaces. Led mobile UI design for All-in-One PDF app focused on usability and simplicity. Developed comprehensive style guide and component library aligned with Orbiquon's brand standards. Rapidly iterated on visual assets based on usability test findings and end user feedback. Passionate about crafting seamless user experiences through clean, frictionless UI design.

- Designed mobile UI for an All-in-One PDF app focused on simplicity
- Developed style guide and component library to align with brand standards
- Iterated visual designs based on usability test findings

● **2021**

## **UI DESIGNER**

*UI Designer | Islamabad*

Innovative UI Designer at GODesign focused on crafting visually compelling and user-friendly interfaces. Led efforts to design Talent Hunt web portal through wireframing, prototyping, and creating visual assets. Conducted competitive analysis and usability studies to guide portal design. Collaborated closely with engineering team through agile development process to bring designs to life. Passionate about fusing aesthetics and usability to elevate user experience.

- Created wireframes, prototypes, and visuals for the Talent Hunt web portal
- Performed competitive analysis and usability studies to inform portal design
- Collaborated with the engineering team through the agile development process

## **EDUCATION**

● **2019-2021**

### **MASTER OF COMPUTER SCIENCE**

*The Islamia University of Bahawalpur*

Equipped with a Master of Computer Science degree from The Islamia University of Bahawalpur. Leveraged academic training in areas like HEC, UI/UX design, and visual programming to gain practical skills in user research, prototyping, and iterative design processes.

● **2016-2018**

### **BSC**

*The Islamia University of Bahawalpur*

## **PROJECTS**

### **PERSONALIZED INTERFACE MODERNIZATION**

*Vive Printing | May 2023 - August 2023*

- Created numerous webpages for VivePrinting Packaging that showcased the products and services with an effective user interface and optimized for speed to ensure faster page-load times.
- Developed high-quality visuals and video content to increase engagement by up to 40% and designed a website that saw a conversion rate increase of 50%.
- Configured and optimized the website for search engine optimization, resulting in a 300% increase in organic traffic.
- Ensured secure transactions by correctly implementing and testing the website's e-commerce system.

### **ALL-IN-ONE PDF APP**

*Tech Partner | Feb 2023 - April 2023*

- Led end-to-end UI/UX design for All-in-One PDF app featuring tools for reading, editing, signing, and converting PDFs  
Conducted user research and created personas to inform app workflow and functionality
- Developed wireframes, high-fidelity mockups, and clickable prototypes tailored for desktop and mobile  
Designed an intuitive interface and visual hierarchy to improve usability based on user testing
- Implemented reusable UI components and style guide to align with Orbiquon's brand standards
- Collaborated with the development team to iterate on designs and deliver responsive, user-friendly PDF app

## WEB DESIGN FOR MYCUSTOMPACKAGING

*Omega Tech Solution | Aug 2023*

- Designed company's website for mycustompackaging in Figma, reducing design time by 30% and meeting all legal accessibility requirements, by testing the webpages on several design tools.
- Performed heuristic analyses to uncover usability issues with existing site
- Developed sitemaps, user flows, and wireframes for improved IA

## SKILLS

### INDUSTRY KNOWLEDGE

Stakeholder Interviews, Competitive Analysis, User interviews, User interface, User experience, Product design, Interaction design, Personas, User flows, Wireframing, Prototyping, Design systems, Data visualization, Figma, Photoshop, Illustrator

### TECHNICAL SKILLS

HTML, CSS, Javascript

## LINGUISTIC SKILLS

ENGLISH

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