MUHAMMAD
USMAN

WEB UX/UI DESIGNER

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📍 Lahore, Punjab, PK

PROFILE

Experienced UI/UX Designer with 3+ yearsof 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 Viveprinting dedicated to creating seamless user experiences through research-driven design. Led projects from planning to execution, 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

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 UI 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

- 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

2021 - 2022

UI UX DESIGNER

Orbiqon | Lahore

Skilled UI/UX Designer at Orbiqon committed to enhancing digital products through intuitive yet visually engaging interfaces. 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.

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.

PROJECTS

- **PERSONALIZED INTERFACE MODERNIZATION**

  Vive Printing | May 2023 - Currently

  - Created numerous Websites for VivePrinting Packaging that showcased the products and services with an effective user interface and optimized for speed to ensure faster page-load times.
  - Integrated eCommerce solutions for online sales and configured platforms for enhanced search engine optimization through schema implementation and semantic markup.

- **CAR CARE SERVICES APP**

  Freelance Project | Feb 2022- Apr 2022

  - Conducted user research and competitive analysis to identify pain points and opportunities in the fast-growing on-demand car wash industry.
  - Created user flows and wireframes to design an intuitive booking experience allowing users to easily schedule and customize car wash appointments online or through a mobile app.

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**

  Figma, Adobe Suit Balsamiq, Html, Css, Javascript

LINGUISTIC SKILLS

- **ENGLISH**

- **URDU**