

# Ilham Amjad

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## EDUCATION

**ABDUL WALI KHAN UNIVERSITY MARDAN, BS COMPUTERSCIENCE,**

Expected Graduation: October 2026

Bechelors of Science, Computer Science

## SKILLS

◇ **Applications:** Mongo DB ,React Native,Figma, Photoshop, Illustrator, Visual Studio

◇ **Programming Languages:** C++,HTML5, HTML, CSS,CSS3

◇ **Foreign Language:** English, Arabic, Urdu

## EXPERIENCE

**User Experience Web Design**

June 2024 - Present

- ◇ Designing responsive, user-centered web interfaces for platforms with over 5 million monthly users.
- ◇ Leading usability testing to validate web designs and improve user experience through iteration.
- ◇ Creating branding elements and marketing visuals integrated into web platforms serving 15,000+ users.

## PROJECTS

**HERBAL STORE**

March 2024 - Present

Developed and launched several web design projects, including a **Herbal Store Frontend** featuring a clean UI, category-based product browsing, dynamic search, and a mobile-first responsive layout tailored for wellness-focused users.

◇ Focused on improving the customer journey in the Herbal Store project by applying UX best practices such as user flow mapping, persona development, and intuitive navigation.

◇ Creating and maintaining scalable design systems to ensure visual consistency and efficiency across teams.

◇ Designed branding and marketing visuals integrated into web platforms, serving and engaging over 15,000+ users.

**My University web Application**

September 2024- Present

◇ Designed and developed a **University Web Application** tailored for student and faculty use, focusing on responsive design, accessibility, and user-centered interaction.

◇ Led the entire UX process, including wireframing, high-fidelity mockups, and interactive prototypes using tools like Figma.

◇ Implemented key features such as student/faculty login, course registration, class schedules, announcements, and academic dashboards with role-based access.

◇ Conducted user research with students and faculty to identify pain points in existing systems, then applied findings to improve information flow and interface clarity.

◇ Ensured mobile responsiveness and consistent cross-browser performance, using HTML, CSS, JavaScript, and modern frontend frameworks.

◇ Built reusable UI components and established a mini design system for consistent styling across the platform.

◇ Conducted usability testing to validate the interface, iterating based on feedback to improve navigation and reduce user friction.

◇ Developed branding assets and visual guidelines to reflect the academic identity and enhance engagement.

**Blog Website**

January 2025 - Present

◇ Designed and developed the **AIIFA Blog**, a modern, content-focused web platform tailored for articles, news, and updates related to AI and innovation.

◇ Created wireframes and high-fidelity mockups to establish a clean, engaging layout optimized for readability and user retention.

◇ Implemented responsive design to ensure seamless performance across desktops, tablets, and mobile devices using HTML, CSS, JavaScript, and modern frontend frameworks.

## ACTIVITIES AND LEADERSHIP POSITIONS

## AWARDS

- Top Web Design Project Award – [Your University Name] Final Year Showcase  
Recognized for excellence in design, functionality, and user experience for the university portal project.

- Certificate of Excellence in Web Development – DigiSkills Pakistan  
Awarded for high performance in coursework and final projects.
- Best UI Prototype Design – AllFA Blog (Internal Project Recognition)  
Honored for creativity and UX-focused design in the AllFA Blog initiative.
- Outstanding Freelancer Badge – Fiverr (If applicable)  
Received for consistent 5-star ratings and successful project delivery.
- Hackathon Participant – UX Design Track  
Participated in a local university hackathon, presenting a social impact web app prototype focused on education access.