Ifra Saleem

UI/UX Designer

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Creative and user: focused UI/UX Designer with 3+ years of experience delivering high-impact, responsive digital products. Specralized in Figma, Adobe XD, and WordPress, Proven ability to lead international design projects and translate user needs info engaging solutions.

Work Experience

Ui/Ux Designer
Feb 2023 - Present
[Infinite IT Solutions, Bangladesh](#) | *(Remote)*

- Collaborated with remote teams for design handoffs
- Delivered responsive UX flows and mobile-first interfaces for clients in BANG
- Collaborated with developers & product owners

Ui/Ux Designer
Jan 2021 - Jan 2023
[Intelliweb solutions](#) | *Lahore*

- Build Designing Apps and landing page
- Created Wireframes and prototype in Figma and ADobe XD
- Designed 10+ branded websites and dashboards.

Projects

Coffee Shop website
Jun 2025 - Jul 2025

- Built a long-scroll landing page for a coffee product using CRO principles
- Sections: Hero, Product Showcase, Social Proof, Reviews, and Sticky CTA.
- Focused on visual hierarchy, color psychology, and whitespace balance.

Core Skills

Wireframing & Prototyping, Visual Design & Branding, Responsive Web & Mobile Design, Figma & Adobe XD & Web Devlopment , Figma, Adobe Xd, Lead Generation, Social Media Marketing

Education

The Islamia University of Bahawalpur
Sep 2022 - Dec 2024

MS Artificial Intelligence
GPA: 3.49

GSCWU
Sep 2017 - Oct 2021

BS Information Technology
GPA: 3.57