Ifra Saleem ifra.ch987@gmail.com https://www.linkedin.com/in/ifra-saleem-8277b7156/?trk=opento\_sprofile\_topcard

**UI/UX Designer**

https://www.behance.net/ifrasaleem http://ifracoffeeshopproject.netlify.app 03417202163 HASILPUR, Punjab , 63000, Pakistan

**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.

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