

Hello! I'm Mohsin.

# Designing digital products with emphasis on visual design

Senior UI / UX Designer



Dedicated Senior UI/UX Designer with a passion for creating exceptional digital experiences. Leveraging [06 years] of expertise to elevate user satisfaction and drive innovation.

## Hire Me

📞 03246119489

Be Mohammad-Mohsin

in Mohsin-Manzoor1

Behance Mohammad-Mohsin

Email cgartists1@gmail.com

## Education

### University of South Asia

2013 - 2018

BSc in Computer Science

## Work Experience

### Senior UI UX Designer Stemdigital - Pskistan (Present)

At STEM Digital, I lead end-to-end product design—from concept to launch—working closely with clients to turn ideas into impactful digital experiences. I guide a team of designers, integrate AI tools to streamline workflows, and ensure every project aligns with user and business goals.

So far, I've designed 50+ digital products and led our website redesign, boosting retention by 20% and conversions by 15%.

## Talent & Skills

- Product Design
- Design Leadership
- Digital media design
- Experience design
- Interface Design
- Visual Design
- Branding
- Creative Management

### Senior UI Designer / Animator Unlayer - USA (02 Years)

Leading creative team of 05 peoples of creating a user friendly email templates for well known clients. Ex: Netflix, Targetbay, Hive.co etc.

Responsible for visualizing ideas, designing assets, art direction, creative project management.

Successfully crafted 1000+ email newsletters, emphasizing UCD expertise.

### Senior UI UX Designer Aodour - Pakistan (2.5 Years)

Improved the end-to-end experience of Aodour Cosmetics Web and Mobile app by conducting usability review, identifying UX issues, and proposing design recommendations Developed landing pages, collection and email ads and monthly digital campaigns generated a high profit for the company

Collaborated with product managers to align design solutions with business objectives, resulting in a 30% reduction in bounce rates.

## Toolbox

- Figma
- Sketch
- InVision
- Visibly
- Adobe Creative Suite
- Jira
- Miro

### Creative Designer / Animator Obrotu - Pakistan (2 Years)

Designed visually engaging graphics and animations for various digital platforms, including websites, social media, and marketing campaigns.

Created eye-catching illustrations, infographics, and interactive visuals, resulting in a 30% increase in user engagement.

Collaborated with cross-functional teams, including marketing, content, and development, to conceptualize and execute multimedia projects.