Laeeqa Gaffar

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Summary

Hi, I am professional UI UX Designer with more than 2 year of experience in Product Design, Mobile/Web Application Design. I have done Bachelors in Software Engineering

Experience

UI/UX Specialist
EINC
Jun 2022 - Present (2 months +)

User Experience Designer
Devsinc
Aug 2021 - Jan 2022 (6 months)
- Plan and conduct user research and competitor analysis.
- Interpret data and qualitative feedback.
- Create user stories, personas, and storyboards.
- Determine information architecture and create sitemaps.
- Create prototypes and wireframes.
- Conduct usability testing.

Product Designer
Developers Core
Mar 2020 - Jul 2021 (1 year 5 months)
My responsibilities at Developers Core includes;

⊛ Identify opportunities for new products
⊛ Analyze how a new product ties in with market needs and consumer preferences
⊛ Set design requirements based on briefs from internal teams and external partners
⊛ Research materials and techniques
⊛ Sketch drafts on paper
⊛ Design products and components
⊛ Produce prototypes
⊛ Improve the design of existing products
⊛ Gather feedback from product users

Education

COMSATS Institute of Information and Technology
Bachelor's degree, Computer Software Engineering
2017 - 2021

Skills

User Interface Design • User Experience (UX) • Product Design • UI/UX • Adobe Illustrator • Figma (Software) • Adobe XD • Information Technology • Software Engineers • HTML