

# **FIELD OF INTEREST**

# **Graphic and ui/ux designing**

**19SW133**

# **Mehwish Nawaz**

# ABOUT ME

My name is MEHWISH 19SW133 studying in Mehran university ( software ) and I am a UI/UX Designer and Graphic Designer. I have a background in web design, multimedia design and branding i have developed some Ui / Ux designs ( ticket booking app , Mobile App Interface , Created multiple Logo`s , Responsive Layouts )

# Current field of Interest

I chose this field because I am passionate about creating meaningful experiences for users. I believe that a great user experience comes from understanding user needs, motivations and behaviors and translating them into tangible design solutions. I also have a passion for creating visually appealing graphic designs that communicate a specific message or idea. My goal is to create intuitive and aesthetically pleasing designs that are easy to use and navigate.

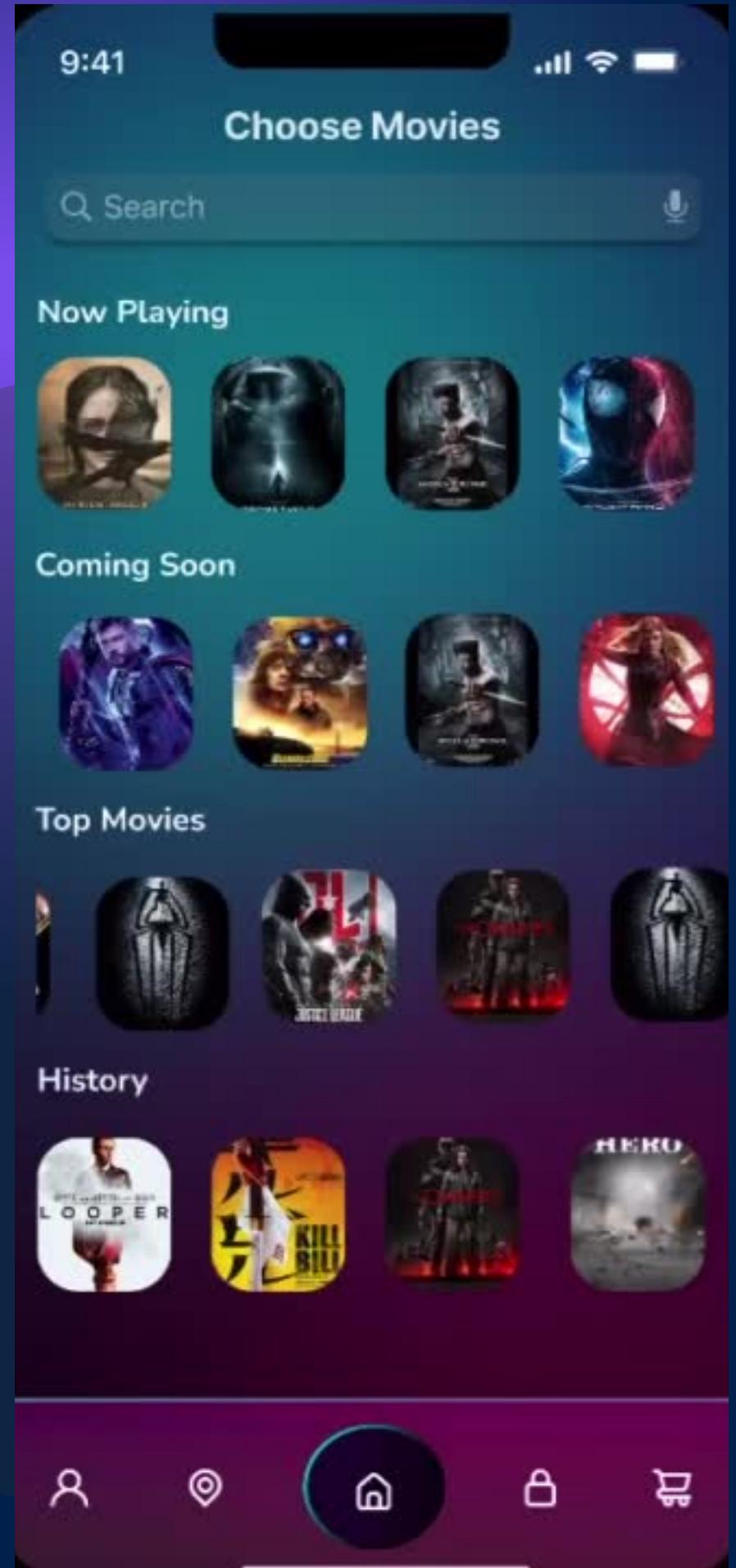


# How i get there

i became interested in Graphic Designing and UI /UX Designing because these both are excellent career options for individuals who are creative and enjoy working with visual elements. Graphic Designers have the opportunity to create visually stunning artwork for a variety of businesses and organizations. UI/UX Designers have the opportunity to create user-friendly interfaces for websites and apps, ensuring that users have a great experience while engaging with the product. Both fields offer a great deal of job security, as the demand for talented designers is always growing. Furthermore, the salaries for both Graphic Designers and UI/UX Designers are competitive and offer the potential for long-term career growth. Finally, both fields are highly creative and offer a great deal of creative freedom, allowing designers to explore different design solutions and create beautiful designs.

# MY WORK

it is one of my project  
movie ticket booking app



# What seems fascinating in problem solving

- i find it enjoyable to design different things and make ui/ux layouts . It helps me to create user-friendly products and services that are tailored to the needs of the user. i usually focuse on the user's experience and ensures that the product or service meets their needs.

# why i have chosen this field

i am passionate about art and design, enjoy working with technology, and are willing to put in the effort to stay up-to-date with industry developments, then a career in graphic designing and UI/UX designing can be a rewarding and fulfilling choice. These fields offer a lot of creative freedom, allowing you to express your ideas and concepts through visually appealing designs. Additionally, as more and more businesses and organizations are moving their operations online, there is an increasing demand for skilled graphic designers and UI/UX designers who can create engaging digital experiences for users.



# how would i guide others if someone wants to pursue it

1. Growing Demand: The demand for skilled graphic designers and UI/UX designers is increasing as more and more businesses move their operations online. This means there are many opportunities for employment and entrepreneurship in these fields.
2. Creativity: Graphic designing and UI/UX designing are creative fields that offer a lot of creative freedom to express your ideas and concepts through visually appealing designs.
3. Diversity: There are many sub-disciplines within graphic designing and UI/UX designing, so you can specialize in a particular area that interests you, such as web design, print design, or mobile app design.
4. Technology: Graphic designing and UI/UX designing require a deep understanding of technology and how to use it to create engaging digital experiences for users. This means you will be constantly learning and growing in your career.
5. Impact: Graphic designers and UI/UX designers have the power to shape how people interact with digital products and services, making a real impact on people's lives.

# About field

Graphic designing and UI/UX designing are two related but distinct fields that involve the use of technology and creativity to create visually appealing designs for various digital platforms. Here is a brief overview of each field:

**Graphic Designing:** Graphic designers use their artistic and technical skills to create visual content for a wide variety of mediums, including print, digital, and multimedia.

**UI/UX Designing:** UI/UX designers focus on the user experience and user interface design of digital products and services, such as websites, mobile apps, and software interfaces.

# pros

- Here are some pros of pursuing a career in graphic designing and UI/UX designing:
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## *Graphic Designing:*

- Creativity: Graphic designing is a highly creative field that allows you to express your ideas and concepts through visually appealing designs.

## *UI/UX Designing:*

- High Demand: With more and more businesses moving their operations online, there is a growing demand for skilled UI/UX designers who can create engaging digital experiences for users.
- Creativity: UI/UX designers use their creative skills to design intuitive and visually appealing digital products that are easy to use and provide a positive user experience.

# cons

## *Graphic Designing:*

- 1.Competition: The field of graphic designing can be highly competitive, with many designers competing for the same jobs or clients.
2. Tight Deadlines: Graphic designers often have to work under tight deadlines, which can be stressful and require long hours.

## *UI/UX Designing:*

- 1.Complexity: UI/UX design involves creating complex digital experiences that require an understanding of user behavior, technology, and business goals. This can be challenging and require ongoing learning and skill development.
- 2.Balancing User Needs and Business Goals: UI/UX designers must balance the needs of the user with the goals of the business, which can sometimes be in conflict.



# Thank You

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