Rabab Zehra

UI/UX Designer and Front-End Developer
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Summary

UX and Product Designer with extensive experience creating user-centered web and mobile interfaces. Strong background in design systems, interaction design, and responsive layouts. Skilled in translating complex workflows into intuitive digital experiences, especially in healthcare. Expanding front-end development capabilities with React, Next.js, and Redux Toolkit. Experienced using Shadcn UI within team-based React projects and currently building independent implementations to strengthen solo development skills.

Skills

Design Skills
- UI Design
- UX Design
- Wireframing
- Interaction Design
- Design Systems
- Prototyping

Design Tools
- Figma
- Adobe Illustrator
- Miro

Front-End Development
- HTML, CSS, JavaScript
- React (working knowledge; building independent projects)
- Next.js 15 (applied in portfolio; expanding into full projects)
- Tailwind CSS
- Bootstrap
- Shadcn UI (used in team projects; developing solo experience)
- Responsive Layouts

State Management
- Redux Toolkit (state slices, async flows)
- RTK Query (API integration patterns)

AI Tools
- ChatGPT
- Copilot
- Gemini AI Studio
- Claude AI

Professional Experience

BellMedex – Islamabad, Pakistan
UI/UX Designer and Front-End Developer | June 2021 – Present
- Contributed to the UX design of MediFusion, an enterprise healthcare platform offering EHR, EMR, PMS, and RCM modules. MediFusion is BellMedex's flagship product used by clinics and billing teams across the healthcare workflow.
- Designed user flows, wireframes, and high-fidelity interfaces for key MediFusion features such as patient charts, encounters, scheduling, claims, eligibility, and billing workflows.
- Worked within the internal design team to maintain consistency, usability, and clarity across complex healthcare modules.
- Created structured layouts and interaction patterns that simplified multi-step administrative and clinical tasks.
- Translated Figma designs into responsive front-end code and implemented UI components using React, Tailwind CSS, and Shadcn UI within team-defined workflows.
- Supported the team in maintaining design systems, reusable components, and UI standards across the MediFusion platform.
- Designed dashboards, infographics, and data-heavy screens to improve visibility for providers and billing staff.

CODE Enterprises – Islamabad, Pakistan
UI/UX Design Team Lead | January 2015 – May 2021
- Led the design team and coordinated with project managers.
- Translated requirements into wireframes, prototypes, and high-fidelity designs.
- Delivered end-to-end design solutions for web and mobile applications.
- Ensured consistency through design systems and structured workflows.

Discretelogix – Islamabad, Pakistan
UI/UX Designer and Front-End Developer | 2012 – 2014
- Developed responsive layouts using Bootstrap.
- Designed mobile game interfaces and grid-based layouts.
- Contributed to UI/UX direction across multiple projects.

Aavansoft – Islamabad, Pakistan
UI/UX Designer and Front-End Developer | 2009 – 2012
- Created responsive web layouts and UI solutions.
- Managed UI/UX direction and grid systems for various projects.

Medialinkers – Islamabad, Pakistan
UI/UX Designer | 2007 – 2009
- Designed website templates, icons, and marketing materials.
- Created interactive layouts and Flash animations.

Projects
Personal Portfolio Website
- Designed and developed using Next.js 15.
- First applied project using Next.js; currently expanding into more complex builds.
- Demonstrates component-based architecture, responsive design, and performance optimization.
- Showcases UX case studies, healthcare design work, and front-end development growth.

Independent React/Next.js Practice Projects
- Building small-scale components and pages to strengthen solo development skills.