Wajiha Fatima

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Professional Summary

Boosted user experiences by designing user-centric dashboards, web pages, and mobile responsive designs with over 3 years of experience in UI/UX design. Excelled in using Figma, Adobe XD, Photoshop, and Illustrator to create designs that blend functionality with aesthetics. Bridged the gap between technology and design with a background in software engineering. Achieved significant roles at Emumba Pvt. Ltd. and Tafsol Technologies, as well as freelancing, by delivering high-quality digital products. Cultivated strong communication and team collaboration skills, dedicated to exceeding client expectations.

Skills

Figma • Adobe Creative Suite (Photoshop, Illustrator, XD) • User Interface Design • User-Centered Design (UCD) • Wireframing and Prototyping • Design Thinking • Information Architecture (IA) • Design System • Usability Testing • Problem-Solving • Responsive and Adaptive Design • Data-Driven Design • Accessibility (WCAG) • Creativity and Innovation • Attention to Detail • Strong Communication • Cross-functional Collaboration • Time Management

Work Experience

Emumba   Dec 2023 - Present
UI UX Designer

- Led the design of JobQuest's web and mobile platforms, ensuring adaptive and responsive designs for a consistent, user-friendly experience across all devices and screen sizes.
- Contributed to Extreme Networks' AI Product Studio, enhancing user experience through seamless design solutions.
- Made informed design decisions by balancing development, business constraints, and user needs, advocating for practical, user-centered solutions.
- Created wireframes, prototypes, and high-fidelity mockups in Figma, iterating on multiple design variations and leading stakeholder meetings to select the most effective solutions.
- Designed and managed scalable, user-centric design systems that ensure consistency across products while accommodating future growth and updates.
- Collaborated closely with product managers, engineers, and stakeholders to define design requirements, and ensure effective communication throughout the product lifecycle.
- Collaborated with developers for smooth design hand-offs and provided ongoing support to resolve queries.
- Actively participated in design critiques and brainstorming sessions to refine ideas and improve problem-solving abilities.
- Contributed to usability testing, identifying pain points and recommending improvements for enhanced user experience.
- Stayed current with design trends, tools, and technologies, continually improving design practices.

Tafsol Technologies   Apr 2023 - Nov 2023
Associate Graphic Designer (UI UX)

- Designed and optimized user interfaces for 44+ digital products, including dashboards, websites, and mobile applications.
- Collaborated with cross-functional teams to align design objectives with business goals and technical constraints.
- Utilized tools such as Figma, Adobe XD, Photoshop, and Illustrator to create wireframes, prototypes, and high-fidelity designs.
- Developed and maintained design systems and style guides to ensure consistency across all digital platforms.
- Participated in client meetings to gather requirements, present design concepts, and incorporate feedback.
- Applied best practices in responsive design to ensure optimal user experience across various devices and screen sizes.

Freelance   Mar 2022 - Mar 2023
Freelance Graphic Designer

- Developed creative design concepts and visual assets for a wide range of digital and print media, including logos, brochures, banners, social media graphics, and marketing materials.
- Collaborated with clients to gather requirements, present design ideas, and refine concepts based on feedback, ensuring client satisfaction and alignment with brand identity.

Education

Bachelor of Science, Software Engineering   2019 - 2022
Jinnah University for Women

FSC, Pre Engineering   2018
St. Lawrence Govt. Degree College, Karachi

SSC, Science   2016
Metropolis Education System Campus V, Karachi

Volunteer Experience

Go Green Community, CS & IT Department, Jinnah University for Women • Karachi, Pakistan   Aug 2021 - Jan 2022
As a volunteer member of the Go Green Community in the CS & IT Department at Jinnah University for Women, I contributed to environmental sustainability by participating in tree planting drives and designing a website to promote environmental awareness.

CS & IT Department, Jinnah University for Women • Karachi, Pakistan   Jan 2019 - Jan 2022
I volunteered at Jtech (JUW Tech Fest) from 2019 to 2022, gaining experience in event coordination, leadership, and resource management.

Achievements

Idea to Project Competition   Feb 2022
Contour Software

Awarded "Idea to Project Competition" recognition for presenting an innovative idea, demonstrating strong conceptual thinking and effective presentation skills.

The Best Project Idea   Feb 2022
IoT Center Pakistan

Won "The Best Project Idea" award for our final year project, recognizing the innovative concept and strong presentation skills that effectively communicated the idea to peers.

Publications

Design Decisions Made Easy
Medium • Aug 2024

The Art of Adaptive UI UX Design
Bootcamp, Medium • Jul 2024

Smart Employer – Hire, Get Hired!
International Conference on Biological Research and Applied Science • 2023

Interests

- Reading books
- Writing
- Content Creation
- Painting