

RIMSHA ASGHAR

UI/UX Designer

+92-318-6084220 • rimshaxwaveasghar@gmail.com • [LinkedIn](#) • [Behance](#)

Projects

COFFEE APPLICATION

June 2024 - Oct 2024

xWave: A tech initiative focused on providing IT skills to students, aiming to combat poverty and build better futures.

Fellow:

- Conducted user research for a coffee app by interviewing 15 users and surveying 200 participants to identify trends and needs. Developed personas, created wireframes, and tested prototypes using Figma, including usability testing with 25 users while applying principles of UX/UI and interaction design.

[Project Link](#)

E-COMMERCE APPLICATION

Mar 2024 - May 2024

xWave: A tech initiative focused on providing IT skills to students, aiming to combat poverty and build better futures.

Fellow:

- Spent two months designing my first eCommerce app, conducting market research and user needs analysis to guide the UX design. Developed the UI by creating over 30 screens, utilizing Figma for detailed wireframes and interactive prototypes.

[Project Link](#)

BLOOD DONATION APPLICATION

Feb 2024

xWave: A tech initiative focused on providing IT skills to students, aiming to combat poverty and build better futures.

Fellow:

- Designed a blood donation app with features such as user registration, blood request submission, and donor matching, utilizing skills in wireframing and interactive prototypes.

[Project Link](#)

CRAIGSLIST WEBSITE REDESIGN

september 2024

xWave: A tech initiative focused on providing IT skills to students, aiming to combat poverty and build better futures.

Fellow:

- Redesigned the Craigslist app with a new card-based layout for better usability and visual appeal. Created easy navigation and organized services to improve the user experience. Focused on a fresh look that showcases listings clearly. Delivered a simple solution to update a classic platform.

[Project Link](#)

Interior Design Website

september 2024

xWave: A tech initiative focused on providing IT skills to students, aiming to combat poverty and build better futures.

Fellow:

- Redesigned the interior design website with a sleek, card-based layout to enhance usability and visual appeal. Developed intuitive navigation and categorized services for a seamless user experience, showcasing design projects and furnishings in a clear, engaging format. Focused on a modern aesthetic that highlights listings effectively, delivering a fresh, updated look to elevate a classic platform.

[Project Link](#)

Certifications

XWAVE

June 2023 - Present

- Completed a 12-month UI/UX course on a scholarship from Xwave, designing over five user-focused apps and landing pages using Figma and other design tools. Earned "Student of the Month" for the month of April. Also enhancing soft skills through English and professional development classes.

Education

Punjab Group Of Colleges

Layyah, Pakistan

Intermediate: (Pre-Medical)

2022- 2024

Additional Skills

- *Technical Skills:* User Research and Analysis, Wireframing, Prototyping, Visual Design
- *Interests:* Exploring Advanced UI/UX Design Techniques, User Research Methods, Interaction Design
- *Languages:* English (Intermediate)