

# Hafiz Muhammad Adnan

UX/UI Designer | Graphic Designer

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## EDUCATION

### Islamia University of Bahawalpur

2014 - 2016

Bcs

## PROFESSIONAL EXPERIENCE

### UI UX Designer - SMJ Solution

Jan 2025 – Present

- Lead a small design team and manage design output across web dashboards, SaaS tools, and internal platforms.
- Delivered AI-based web portals and fintech interfaces for mobile and desktop, ensuring usability, accessibility, and scalable design systems.
- Built and maintained reusable components, including dark mode support, collaborating closely with developers for smooth handoffs

### UI/UX Designer - Murcurysols

Aug 2024 - Dec 2024

- Worked as a solo designer, responsible for designing the complete UI/UX for multiple digital products, including an e-commerce website, B2B SaaS dashboards, and an agency site. Created user flows, wireframes, and polished UI across web platforms with a strong focus on visual hierarchy and conversion-driven design.
- Collaborated directly with stakeholders to define goals and improve usability across the platform. Helped modernize the brand's digital presence by designing scalable components and intuitive layouts tailored for packaging and printing customers.

## PROJECTS

### Hajj & Umrah Booking Platform | Taibah Travel

Designed a modern and responsive Hajj & Umrah booking website with a strong focus on usability, clarity, and trust. Created well-structured layouts for multiple travel packages and developed intuitive user flows for booking inquiries and custom travel requests. Applied modern UI/UX principles using Figma to improve readability, user engagement, and overall conversion.

### Viveprinting | Packaging & Printing Website (UK)

Designed and structured a comprehensive packaging and printing website for Viveprinting (UK), focusing on clarity, usability, and conversion. Organized complex product categories, industry-based packaging solutions, and custom box services into a user-friendly layout. Enhanced brand credibility through trust signals, reviews, and clear CTAs while maintaining a modern, professional UI aligned with printing and packaging industry standards.

### Car Wash Mobile Application | UI/UX Design

Designed a mobile app to book, schedule, and track car wash services with real-time updates.

Created an intuitive UI, seamless payment flow, and interactive prototypes for a smooth user experience.

### Digital Services Link | UI/UX Design

Designed an interactive web dashboard for tracking shipments, payments, and delivery analytics in real time. Created a user-friendly interface with quick actions, shipment history, and visual analytics for efficient logistics management.

### ShipFast Dashboard | UI/UX Design

Designed a responsive website for a digital marketing agency, showcasing SEO and web development services with clear navigation and conversion-focused layouts.

Created interactive sections for service offerings, pricing, testimonials, and FAQs to enhance user engagement and lead generation.

## SKILLS

**Skills:** Prototyping, Design Systems, Wireframing, UX Writing, Responsive Design, Collaboration, Communication, Problem Solving, Time Management

**Tools:** Figma, Adobe Suit, Notion, Trello, Jira, Slack, Teams

**Languages:** English, Urdu