

Wajiha

UX / UI Designer



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San Francisco, CA

SUMMARY

Bay Area based UX/UI Designer with frontend coding experience. Specializes in information architecture, data-dense design for startup and established companies to create intuitive, user-centered experiences.

RECENT PROJECT

Course Cubby

from 01/2019 to 03/2019

UI and UX Design Brand and Identity

Course Cubby is an online platform that gives user free and full access of online courses collection from most popular sites in one place.

Roles: Research, Information Architecture, Branding, Visual Design, Wireframes and Hi-Fidelity Mockups.

Healthy Portions

from 09/2018 to 11/2018

UI and UX Design Brand and Identity

Healthy Portions is the ultimate recipe manager and cloud storage app for clutter free experience to organized healthy inspirations

Roles: Research, Information Architecture, Branding, Visual Design, Wireframes and Hi-Fidelity Mockups.

EXPERIENCE

Product Designer

from 01/2014 to 08/ 2017

[Black Dragon Enterprises LLC](#)

Las Vegas, NV

Product Design and improved User Experience site design flow allowed Black Dragon to double the traffic and increase conversation by 86%.

SKILLS

Visual Design

UX/UI design

Project Management

User Research & Testing

Brand Strategy & Identity

Informational Architecture

Personas & User Stories

Wireframing & Prototyping

TOOLS

Sketch

Figma

Adobe

InVision

Usability Hub

HTML, CSS & JavaScript

EDUCATION

UX/UI Design Program

Bloc, San Francisco, CA

Masters of Chemistry

University of Karachi,

Pakistan

Bachelor of Science

(Honours)

University of Karachi,

Pakistan