

Wajiha Ahmed

UX / UI Designer

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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.

EXPERIENCE

Product Designer *from 01/2014 to 08/ 2017*

Black Dragon Enterprises LLC
Las Vegas, NV

- ❑ Designed Logo for Black Dragon product line and clients
- ❑ Designed Product Packaging for various products
- ❑ Redesigned athersapothecary.com website with UX/UI design flow.

RECENT PROJECT

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 easy and clutter free experience to organized healthy inspirations

- ❑ Completed product design and logo design
- ❑ Created User stories - User Flow and conducted User Survey in order to guide design decision.
- ❑ Created Paper Prototype to test early design and iterates on different layouts.
- ❑ Created wireframes and hi-fidelity mockups by using Sketch and Figma.

EDUCATION

UX/UI Design Program

Bloc, San Francisco, CA

Masters of Chemistry

University of Karachi,
Pakistan

**Bachelor of Science
(Honours)**

University of Karachi,
Pakistan

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