

USER EXPERIENCE DESIGNER

- UX/UI designer having over 7 years of comprehensive design experience, with a robust understanding of design principles, applied through real-world UX/UI and marketing projects
- Expertise in user research, wireframing, prototyping, and testing for web and mobile applications using Figma, as evidenced by the successful completion of the transformative UX/UI Bootcamp at the University of Toronto in 2022, consistently achieving A-grades
- Acknowledged as a leading designer adept at steering teams through agile and design thinking methodologies for seamless project execution
- Advocate for integrating design thinking, creative innovation, and accessibility principles into user experience design, and for fostering a culture of excellence and inclusivity

TECHNICAL SKILLS

Software Skills: Figma, Sketch, Adobe Suite, Miro, Mural, Notion, Trello, Zeplin, Jira, confluence

UX Design Skills: User research, wireframing, prototyping, collaborative skills, storyboarding, card sorting, information architecture, affinity diagrams, user flow, user journey map, design thinking, Agile Design Thinking, accessibility analysis, low fidelity to high fidelity mock-ups, affinity mapping, empathy map, user journey map, persona creation, insight synthesis, SWOT analysis, usability testing, A/B testing, heuristic evaluation, user-centered design, collaborative and evaluative brainstorming

UI Skills: Visual design- color theory, hierarchy, typography, iconography, layout, manipulation of photo assets, crop; design principles, responsive and adaptive user interface design, grid systems, UI components, design systems, micro-interactions, motion design, material design and UI guidelines, high fidelity mock-ups, UI testing, style guide, and style tile development

Other Technical Skills: HTML, CSS, GitHub, JavaScript, atomic design, material design, graphic design

WORK EXPERIENCE

Remote UX/UI Designer

Sep 2022 – Present

Venture Republic | Toronto, ON, Canada

- Translated the functional and business requirements of 5 startup businesses into meticulous technical user stories, ensuring seamless alignment between design and functionality
- Improved website user experience for an IT Consultancy firm by conducting an in-depth information architecture analysis. Redesigned the navigation, sitemap, and overall website structure, resulting in a 40% increase in user engagement and a 25% reduction in bounce rates
- Spearheaded the development of website assets, design system, and branding for a SaaS start-up. This effort contributed to a 30% enhancement in brand recognition and a 15% increase in user satisfaction, as evidenced by user feedback and analytics data
- Overlooked marketing campaigns by utilizing graphic designing skills to improve the customer experience of the company, which led to enhanced social media following by 10% and client acquisition by 40% over 6 months

Head Designer

May 2019 - Dec 2019

Taana Baana | Lahore, Pakistan

- Spearheaded market research initiatives to pinpoint the latest fashion trends, construct trend forecast boards, and craft mood boards for upcoming collections
- Led project management initiatives for 4 distinct projects, directing a team comprising of 3 fashion designers and 2 textile designers to successfully conceptualize and develop over 180 design collections

Senior Designer

Sep 2018 - Apr 2019

Rang Rasiya Pvt Ltd | Lahore, Pakistan

- Executed the launch of seven high-end ready-to-wear collections, overseeing design, printmaking, initial marketing, and providing direction in fashion styling
- Directed a team of five designers and technical interns, resulting in the creation of over 100 designs within a six-month timeframe

Founder & Head Designer

Jul 2015 - Sep 2018

Chateau Design House (Self-Employed) | Lahore, Pakistan

- Orchestrated all facets of the business, managing advertising campaigns, customer service, digital marketing, design conceptualization, sketching, fabric sourcing, client relations, and the production of couture designs
- Successfully launched a Cut, Make, and Trim (CMT) unit, achieving entrepreneurship success with an outstanding overall revenue generation of 1.3 million, demonstrating substantial growth and market impact through strategic initiatives

RECENT UX UI DESIGN PROJECTS

“GT Windows LTD” Responsive Website Redesign | [Live Website](#) Nov 2023

- Transformed the branding, UX, and UI of a small business’s website selling premium windows, addressing critical issues and enhancing the overall digital presence
- Identified and addressed pain points in user journeys, leading to a reduction in user friction and enhanced overall customer satisfaction
- Collaborated seamlessly with a front-end developer to create a modern, user-friendly site, leading to a substantial 40% increase in user engagement and an impressive 60% boost in the customer conversion rate in one month

“Looney Tooney” Finance Tracker Web and Mobile app | [Portfolio Case Study](#) Sep 2023

- Developed a comprehensive website and mobile app catering to the financial needs of newcomers in Canada, with key features focusing on financial management tools, and community support for a smooth transition
- Streamlined navigation and accessibility, through multiple design iterations and user testing, to land on a user-centric mobile-first solution that resulted in a 20% reduction in the number of clicks required to access key features

North Peel Family Health Responsive Website Redesign | [Portfolio Case Study](#) Mar 2022

- Utilized data analysis about the patients to inform design decisions, ensuring that solutions were grounded in user behavior and preference on the existing NPFH website and executed a redesign for enhanced user experience
- Optimizing user experience across devices, using responsive design, resulting in a 90% success rate in usability testing for tasks related to scheduling appointments, and obtaining health records and wellness information

Daily Bread Food Bank Website Redesign | [Portfolio Case Study](#) Jan 2022

- Redesigned a non-profit organization's website, focusing on enhancing the donation experience and delivering a user-centric platform that maximizes engagement and facilitates seamless donations
- Implemented A/B testing strategies to measure and validate design improvements, resulting in data-backed decisions for ongoing enhancements such as introducing a shopping cart for most needed items for donations

EDUCATION AND CERTIFICATIONS

2023 Accessibility & Usability (User Experience + WCAG 2.2, Section 508, ADA) | Udemy Dec 2023

Women in Technology Program | ACCES Employment & TD/ IBM | North York, ON Oct 2023

UX/UI Boot Camp Certificate | University of Toronto SCS | Toronto, ON, Canada Sep 2021 – Mar 2022

- An intensive 24-week long boot camp dedicated to UX/UI.
- Skills learned included UI fundamentals, Figma, HTML5, CSS, JavaScript, Bootstrap, jQuery, user-centric design research, visual prototyping and wireframing, user interface development, user testing, training activities, and UX UI projects.

Bachelor’s in Design | Pakistan Institute of Fashion & Design | Lahore, Pakistan Oct 2009 – May 2013

Diploma in Design | Ecole De La Chambre Syndicale De La Couture Paris | Paris, France May 2012 – Jun 2012