

Muhammad Wasif Tai

UI/UX Designer | Conversion-Focused & Detail-Oriented

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SUMMARY

Conversion-focused UI/UX Designer with **nearly 3 years of hands-on experience** designing modern web interfaces through professional work, personal projects, and continuous learning. Skilled in advanced Figma workflows, design systems, Auto Layout, responsive design, color theory, and user-centered design. Experienced in creating scalable, developer-friendly components, translating business goals into intuitive digital experiences, and collaborating with developers for seamless implementation. Passionate about crafting clean, high-performing interfaces that enhance usability and overall user experience.

SKILLS & CERTIFICATIONS

- Tools I Use** : Figma, Miro, FigJam, VS Code, Git, Framer
- UI/UX Design** : User Research, Wireframing, High-Fidelity Prototyping, Journey Mapping, Information Architecture, Interaction Design, Responsive UI, Typography & Color Theory, Scalable Design Systems
- Technical Foundation** : HTML5, CSS3, JavaScript
- Design Philosophy** : Human-Centered Design (HCD), Conversion Rate Optimization (CRO), Semantic Spacing

WORK EXPERIENCE

Techziom – Remote (Part-Time) June 2026 – Present

Social Media Designer

- Designed high-engagement visual assets and social media graphics, aligning brand identity across multiple digital touchpoints.
- Collaborated with marketing team to translate promotional strategies into conversion-focused visual layouts.
- Established templated design workflows in Figma to speed up asset creation and maintain strict visual brand guidelines.

GAO Tek Inc. – Remote (Part-time) Oct 2025 – Feb 2026

UI/UX Designer Intern

- Designed 20+ high-fidelity, production-ready screens with clean, responsive layouts optimized for different devices.
- Created user flow maps and UX documentation to support usability testing and iterative improvements.
- Collaborated in an Agile environment to align design direction with business and technical feasibility.

Techziom – Remote (Full-Time) Mar 2025 – Oct 2025

Junior UI/UX Designer

- Designed & delivered 50+ high-fidelity designs for diverse web applications, directly focusing on conversion-focused outcomes.
- Executed end-to-end workflows from research and wireframing to final responsive UI in Figma.
- Partnered with developers and PMs to ensure feasibility and a seamless design-to-development handoff.

PROJECTS

- Altomate (Landing Page)** : Designed a high-conversion landing page using structured visual hierarchy.
- Ritual OS (App)** : Engineered high-performance habit tracking interfaces featuring premium bento-grid data visualizations.
- Quit Forever (B2C Telehealth)** : Architected landing page exploring modern bento-grid layout structures.
- Lighthouse App** : Engineered native mobile layouts optimized for low-friction user onboarding.

AWARDS & ACHIEVEMENTS

SMEC’26 UI/UX Competition – 2nd Position January 2026

Pakistan Rubik's Cube Championship – 1st Position October 2024

LANGUAGES

- Languages** : English (Fluent), Urdu (Native)

EDUCATION & CERTIFICATIONS

Saylani Mass IT Training Certified UI/UX Designer - 2023

Bait-ul-Ilm Hifz-ul-Quran - 2018–2022