

MUHAMMAD BAZIL

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SUMMARY

Innovative UI/UX Designer with 3+ years of experience creating user-centric designs for web and mobile applications. Proven track record of designing high-traffic platforms serving 400,000+ users, with measurable improvements in engagement and retention. Skilled in turning complex problems into intuitive, delightful experiences.

WORK EXPERIENCE

UI/UX designer , Sarmaaya Financials

Sept 2023 – Present

- **Led end-to-end UI/UX design for Sarmaaya.pk**, a platform serving **400,000+ unique users across 1.28M monthly sessions** — with a **78.5% returning user rate** that reflects strong UX-driven retention.
- Achieved a rage-click rate of just 0.26% (vs. industry average ~3–5%), reflecting a low-friction, intuitive interface at scale.
- **Zar Portfolio Management App & Website**: Spearheaded end-to-end UI/UX design for Zar, a cross-platform portfolio management app and website, ensuring a seamless and consistent user experience.
- **Sarmaaya Khelo** – Trading Competition: Designed the user interface for Sarmaaya Khelo, translating complex financial concepts into intuitive, engaging designs.
- **LMS (Learning Management System)**: Designed a structured and engaging e-learning interface currently used by **400+ active students**, improving content delivery and student interaction across the platform.
- **Karachi Event Graphic & Standee Design**: Created event branding materials, including standees and promotional designs for Sarmaaya’s Karachi event.
- **Logo & LinkedIn Post Design**: Designed compelling logos and LinkedIn posts to enhance Sarmaaya’s online brand presence.
- Fostered a collaborative environment, enhancing synergy between design and functionality across various projects.
- **Kameti App**: Contributed to the UI/UX design of Kameti, enhancing user engagement and simplifying complex financial concepts for users.
- **KYE: Know Your Expenses (Google Play)**: Designed the full UI/UX for a published expense tracking app by Sarmaaya Financials, now live with **5,000+ downloads** and a **4.0-star** rating on Google Play.

Freelance UI/UX designer, Fiverr

July 2021 – Present

- Delivered multiple UI/UX design projects for a diverse range of clients, ensuring high-quality and user-centric solutions.
- Created an app **UI like Uber for a Japanese client**, demonstrating expertise in designing user-friendly and efficient mobile interfaces.
- Developed a website for **Photon Brains**, showcasing innovative design solutions and significantly enhancing the client’s online presence.
- Designed a **welfare website for Giraffe**, focusing on accessibility and user engagement to support the organization's mission.
- Managed client relationships, meeting deadlines, and ensuring client satisfaction with creative design solutions.

EDUCATION

Bachelor's degree, Computer Software Engineering

Sep 2019 – July 2023

COMSATS University Islamabad

- Participated as an usher to manage Industry Expo at the university.
- Final Year Project: Developed a Mobile and Web app for stock trading.

Intermediate in Computer Science

Aug 2017 – Sep 2019

Government College Bahawalnagar for Boys

ADDITIONAL INFORMATION

Technical Skills: Figma, HTML, CSS, UI/UX Design

Abilities: Human-Centered Design, User Research, Wireframing, Prototyping, User Interface Design

Languages: English, Urdu

Certifications: Visual Elements of User Interface Design, Introduction to Programming Using HTML and CSS, UX design Fundamentals