

Hello! I'm

Huma Kazmi

Skills



About Me

I am a detail-oriented graphic designer & UI/UX designer with over 3 years of experience in creating visually engaging and user-centered designs. Proficient in Adobe Photoshop and Illustrator, as well as Figma, I have successfully designed interactive websites and mobile applications for international clients. My background encompasses both product and service-oriented projects, allowing me to develop a versatile skill set in graphic design and UI/UX. I have crafted a variety of materials, including posters, banners, social media graphics, and book designs, all aimed at enhancing brand identity and user experience. I am dedicated to delivering high-quality design solutions that meet client needs and exceed expectations.

Passionate about combining creativity with functionality to solve complex problems, I excel in creating designs that not only look great but also serve business goals and enhance user engagement.

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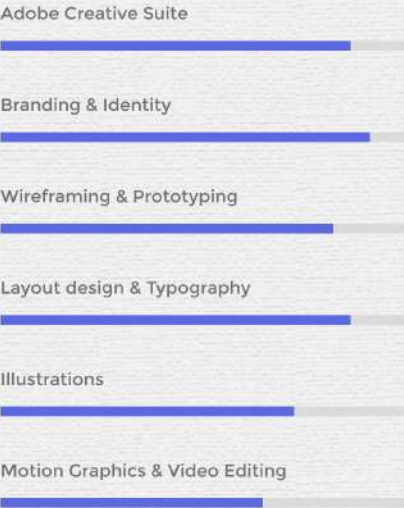
Education

Jan 2020 - Feb 2024	May 2017 - Jun 2019
<div>Bachelors in Computer Arts (BCA)</div> <div>Foundation University School of Sciences & Technology(FUSST)</div>	<div>FSC/ICS</div> <div>Army Public School And Collage Askari 14, Rawalpindi</div>

Work Experience

<div>Jun 2024 - Present</div>	<div>Graphic Designer & UI/UX Designer</div> <div>Mediatiz Foundation, Bahria Town Phase 8 Rawalpindi</div> <div><div><div></div></div><div>Engineered high-fidelity website prototypes using Figma, employing advanced interactive components and auto-layout features to streamline the user journey and enhance design scalability.</div></div> <div><div></div><div>Architected mobile application interfaces from the ground up, leveraging Figma's prototyping tools to simulate real-world usage scenarios and optimize user flows.</div></div> <div><div></div><div>Developed comprehensive visual branding assets, including vector-based logos and scalable design systems, ensuring brand consistency across multiple digital touchpoints.</div></div> <div><div></div><div>Crafted data-driven social media graphics using Adobe Photoshop and Illustrator, utilizing platform-specific best practices to maximize engagement and conversion rates.</div></div> <div><div></div><div>Designed complex multi-page layouts for print and digital publications, implementing responsive design techniques to ensure cross-platform compatibility.</div></div>
<div>May 2024 - Present</div>	<div>Senior UI/UX Designer</div> <div>Xofts Digital Marketing Agency (Remote)</div> <div><div><div></div></div><div>Constructed pixel-perfect website designs in Figma, applying user-centered design methodologies and incorporating feedback from to refine UI elements.</div></div> <div><div></div><div>Executed iterative design updates and enhancements, utilizing Figma's component and variant systems to maintain design consistency across multiple projects.</div></div> <div><div></div><div>Collaborated with front-end developers to translate high-fidelity mockups into fully functional web interfaces, ensuring seamless integration with CMS platforms and frameworks.</div></div> <div><div></div><div>Implemented responsive design principles and adaptive grid systems to create mobile-first designs that ensure optimal performance across various devices.</div></div> <div><div></div><div>Conducted heuristic evaluations and usability testing to identify and resolve user pain points, improving overall site usability and user satisfaction.</div></div>

Expertise



Links

Some of the links of my work:

- <https://thekhorasandiary.com/>
- <https://holidream.nl/>
- <https://www.maennche.com/consulting-services/virtual-chief-marketing-officer/>
- <https://intellarity.com/>

Languages



Work Experience

Jul 2023 - Jul 2024	Junior UI/UX Designer <i>La Dejavu/BCDAPPS, Bahria Town Phase 4 Rawalpindi</i> <ul style="list-style-type: none">Developed complex user interface designs in Figma, employing grid systems, typography hierarchy, and color theory to enhance user experience and visual aesthetics.Optimized existing website designs through user feedback and analytics, utilizing Figma's prototyping and collaboration tools to implement iterative improvements.Engaged in cross-disciplinary design sprints, using tools like Figma to facilitate ideation and user journey mapping.Established and maintained design systems, creating reusable components and style guides to expedite the design process and ensure UI consistency.Conducted competitive analysis and user research, leveraging insights to inform design decisions and create user-centric interfaces.
Aug 2022 - Oct 2022	Graphic Designer & Social Media Marketer <i>Earth Connection, Bahira Town phase 7 Rawalpindi</i> <ul style="list-style-type: none">Created vector-based graphic assets using Adobe Illustrator and Photoshop, implementing advanced techniques such as gradient mesh, clipping masks, and blend modes to produce high-impact visuals.Orchestrated social media marketing strategies, optimizing content for maximum reach and engagement across platforms.Designed custom office graphics and environmental branding elements, using large-format design techniques and pre-press processes to ensure print quality.Create basic animations and motion graphics for social media, website content, and promotional videos using tools like Adobe After Effects and Premiere Pro.Collaborate on animated explainer videos, GIFs, and video ads to enhance digital marketing campaigns.Contribute to brainstorming sessions for creative concepts, providing input on visual storytelling and animation ideas.

Awards & Certification

Aug - 2022	Oct 2022
Graphic Designing NS Training Private LTD Company	Logo Designing NS Training Private LTD Company
Oct - 2022	Feb - 2024
Video Editing NS Training Private LTD Company	Pak-China Friendship/BRI Poster China Media Group collaboration with FUSST (5 th Position)

Tools



References

Available Upon Request.