

Abdul Haseeb

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[LinkedIn](#) | Portfolio: [Figma](#) | [Dribbble](#) | [Behance](#)
Islamabad, Pakistan

PROFESSIONAL OVERVIEW

Passionate and innovative UI/UX Designer with over 3 years of experience crafting intuitive and engaging user experiences. Proficient in user research, wireframing, prototyping, and high-fidelity design. Adept at translating complex requirements into user-centric solutions that drive business goals and enhance user satisfaction. Proven track record of collaborating with cross-functional teams to deliver impactful designs that elevate digital products. Skilled in utilizing design tools such as Sketch, Figma, and Adobe XD to create visually appealing and functional interfaces.

KEY COMPETENCIES

Figma
Adobe Creative Suites
Canva
Project Management

User Research
Wireframing & Prototyping
Interaction Design
HTML, CSS, JS

Visual Design
Brand Identity
User-Centered Design Thinking
MS Office

PROFESSIONAL EXPERIENCE



Innovation Box LLC
UI/UX Designer

Oct 2023 - Aug 2024
Sharjah, UAE

I was tasked with crafting intuitive interfaces for web and mobile applications. I carried out thorough user research, usability tests, and data analysis to guide design choices and enhance the overall user experience. Using tools like Figma, I developed wireframes, prototypes, and detailed mockups, turning concepts into practical, visually compelling designs.

Accomplishments:

- Successfully designed and implemented intuitive user interfaces for web and mobile applications, boosting user engagement and satisfaction.
- Led comprehensive user research and usability testing, driving data-informed design improvements that enhanced overall user experience.
- Developed and refined wireframes, prototypes, and high-fidelity mockups using Figma, ensuring visually appealing and user-friendly designs.
- Collaborated with cross-functional teams, including developers, product managers, and stakeholders, to deliver cohesive design solutions that met project objectives and improved product usability.



Switch Communication
UI/UX Designer

Nov 2022 - Aug 2023
Islamabad, Pakistan

I was responsible for designing and implementing user-friendly interfaces for both web and mobile applications. I conducted in-depth user research, usability testing, and data analysis to inform design decisions, ensuring an optimized user experience. I created wireframes, prototypes, and high-fidelity mockups using Figma, translating concepts into visually appealing and functional designs.

Accomplishments:

- Successfully designed and implemented intuitive user interfaces for web and mobile applications, significantly improving user engagement and satisfaction.
- Led comprehensive user research and usability testing, resulting in data-driven design enhancements that elevated overall user experience.
- Created and refined wireframes, prototypes, and high-fidelity mockups using Figma, ensuring design concepts were visually compelling and user-friendly.



OLE Sports
UI/UX Designer

Jun 2022 - Oct 2022
Sharjah, UAE - Remote

Produced in-app materials for OLE Lineup, spanning print designs like brochures, banners, and signs. Ensured precise details, image files, and conducted comprehensive design tests. Crafted engaging graphics for social media campaigns. Additionally, designed intuitive user interfaces and seamless user experiences for the app, focusing on wireframing, prototyping, and user flow optimization to enhance user engagement and satisfaction.

Accomplishments:

- Produced in-app materials for OLE Lineup, spanning print designs like brochures, banners, and signs.
- Applied design thinking principles to solve complex user problems and create intuitive interfaces.
- Developed and maintained design systems and style guides to ensure consistency across all digital products.
- Performed A/B testing and analyzed user feedback to refine and optimize designs.



Kalsym Systems
UI/UX Designer / Social Media Executive

June 2021 - Oct 2022
Islamabad, Pakistan

Managed brand's online presence, crafting diverse marketing content and optimizing social media strategies. Expert in WordPress, developing and implementing themes, plugins, and front-end design. Produced creative print designs for brochures, banners, and more.

Accomplishments:

- Designed and implemented user-friendly interfaces for web and mobile applications.
- Conducted user research, usability testing, and analysis to inform design decisions and improve user experience.
- Created wireframes, prototypes, and high-fidelity mockups using tools such as Figma.
- Created visually appealing graphics for print and digital media, including brochures, banners, posters, and social media content.
- Developed branding materials such as logos, business cards, and letterheads, ensuring consistency with the company's brand identity.
- Utilized Adobe Creative Suite (Photoshop, Illustrator, InDesign) to produce high-quality designs.

EDUCATION



Sarhad University of Information and Technology
Graduate Bachelors in Computer Science

Oct 2016 - Apr 2021

CERTIFICATION



Google
Google UX Design

Jan 2024
