MUHAMMAD ISMAIL

UI/UX Designer

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SUMMARY

Passionate UI/UX Designer with experience creating user-friendly interfaces, mobile applications, and graphic materials. Skilled in delivering impactful designs that enhance user experience and support brand success.

EXPERIENCE

SeniorUI/UX Designer

AptechMedia

📅 02/2024 - Present

A dynamic company focused on media and technology.

- Led the UI/UX design for 7+ web and mobile applications, from initial concept to final execution, resulting in a 20% increase in client satisfaction.
- Managed and delivered 7+ branding projects, including product shooting and graphic design, for key clients.
- Mentored a team of 3 junior designers and maintained high standards for design quality and user-centric solutions.

UI/UX Designer

IntelliLogics Software house

📅 01/2024 - 07/2023

A software house focusing on innovative solutions

- Designed and produced a wide range of promotional materials, including social media posts, banners, and digital ads.
- Collaborated with marketing and sales teams to align design concepts with promotional strategies, resulting in increased brand visibility.
- Built design systems and interfaces aligned with client requirements

UI/UX Designer

Topsol Software house

- A software house specializing in innovative solutions.
- Designed and developed mobile app interfaces for diverse projects, including a medicine delivery app and a custom tailoring app.
- Successfully created a design system and user interfaces that streamlined workflows and met specific client requirements.
- Contributed to the development of a legal resources app, improving the user journey for accessing law books.

Senior Graphic Designer/Product Shooting

Leekwall

📅 01/2023 - 01/2024

- Worked with 7 branding projects as a Senior Graphic Designer
- Designed and produced over 150 promotional materials, including social media posts, banners, and digital ads.
- Collaborated with marketing and sales teams to align design concepts with promotional strategies, increasing social media reach by 30%.
- Contributed to a digital ad campaign that resulted in a 15% increase in lead generation.

EDUCATION

Bachelor of Science in Software Engineering

Islamia Collage University Peshawar

📅 08/2018 - 07/2022 📍 Peshawar

CERTIFICATION

CIT Award

Awarded for outstanding contributions and achievements in design

SKILLS

Packge Design	ABC image design
Adobe XD	Canva	Figma
Photoshop	illustrator	Your Skill

PROJECTS

Joygram

🔗 URL

- Designed a mobile application that generates personalized videos and images using AI for special occasions, **increasing daily active users by 40%** through a more intuitive interface.

Awrag

🔗 URL

- Optimized the UI/UX design for both the mobile and website platforms, **improving key user flows by 20%** and leading to higher conversion rates.

Law Books Library App

- Developed a mobile application for legal resources and references

Aromatic Impressions

🔗 URL

- Designed social media posts, banners, and other promotional materials
- Created various promotional materials for Inspire supermarket

E Tailer App

- Designed and developed a mobile app for custom tailoring processes

Medicine Delivery App

- Designed and developed a mobile application for ordering medicines online

Hostel Finder App

📅 01/2023 - 12/2023

- Developed a user-friendly mobile application for hostel searches

LANGUAGES

English
Advanced ●●●○○

Urdu
Native ●●●●●

Pashto
Native ●●●●●