

# Muhammad Ismail

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## ● PERSONAL STATEMENT

**Creative UI/UX Designer and Visual Communication Specialist with 3+ years of professional experience designing intuitive web and mobile applications, leading branding campaigns, and managing social media strategy. Proficient in Figma, Adobe Creative Suite, and user-centred design methodologies. Passionate about the intersection of digital communication, consumer behaviour, and visual storytelling — the core focus of the Master Study Programme in Marketing Communication at Tomas Bata University.**

## ● WORK EXPERIENCE

04/03/2024 - CURRENT - PESHAWAR, PAKISTAN

### **SENIOR UI/UX DESIGNER** APTECH MEDIA

- Directed UI/UX design for web and mobile platforms, focusing on usability and user engagement.
- Achieved a 20% increase in client satisfaction through strategic design improvements.
- Supervised and mentored junior designers, fostering collaborative and efficient workflows.
- Ensured adherence to user-centered design principles and quality standards across deliverables.

**Website:** <https://aptechmedia.com/>

01/02/2023 - 01/03/2025 - PESHAWAR, PAKISTAN

### **UI / UX DESIGNER** PROSOFT TECHNOLOGY

- Contributed to a software house focused on innovative software solutions.
- Designed UI/UX for mobile applications (medicine delivery and tailoring platforms).
- Established a design system to standardize visual and interaction patterns.
- Delivered user-centered interface designs to improve usability and user experience.
- Partnered with development and product teams to optimize design processes and delivery.

**Website:** <https://prosoft.com.pk/>

02/01/2023 - 02/02/2024 - PESHAWAR, PAKISTAN

### **GRAPHIC DESIGNER** LEEKWALL

- Worked on a contractual basis, leading visual design for multiple branding projects.
- Ensured consistency across all brand touchpoints through cohesive design systems.
- Designed a wide range of promotional materials, including social media, banners, and digital assets.
- Collaborated with the marketing team to develop visually effective content aligned with communication goals.
- Contributed to digital campaigns by creating engaging and user-centered visual designs.

## ● EDUCATION & TRAINING

08/08/2018 - 01/07/2022 - PESHAWAR, PAKISTAN

### **BACHELOR OF SCIENCE IN SOFTWARE ENGINEERING** - ISLAMIA COLLEGE PESHAWAR

The major modules I studied during this degree are:

- Human-Computer Interaction & UX Design
- Web Engineering & Digital Media
- Multimedia Communication Systems

- Artificial Intelligence & Data Analysis
- Network Security & Information Systems

## LEADERSHIP & ACTIVITY

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01/01/2026 - CURRENT

### Graphic Designer Trainer | Bano Qabil

- Delivered hands-on graphic design training to students in a free skill development initiative.
- Taught industry-standard design principles, tools, and techniques to equip students with marketable creative skills.
- Mentored and guided students to build practical portfolios for career readiness in the creative industry.

## ORGANIZATION

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01/01/2026 - CURRENT

### Co-Founder & CEO | OnicByte

- Contributed to product design for a new startup, helping shape the visual identity of in-house projects.
- Collaborated with a small, fully remote team to deliver design solutions across multiple digital products.
- Developed user interfaces and graphics aligned with brand strategy and product goals.
- Adapted quickly to a fast-paced startup environment with limited resources and high ownership.

Links <https://onicbyte.com/>

## LANGUAGE SKILLS

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Mother tongue(s): **URDU | PASHTO**

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
<b>ENGLISH</b>	B2	B2	B2	B2	B2

## DIGITAL & DESIGN SKILLS

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### Creative & Design Tools

- UI/UX Design: Figma, Adobe XD, Sketch, InVision
- Graphic Design: Photoshop, Illustrator, InDesign, Canva
- Video & Motion: Adobe After Effects, Premiere Pro
- Package Design & Print Media Production
- Wireframing, Prototyping & Design Systems

### Marketing & Communication Skills

- Social Media Strategy & Content Management
- Brand Identity & Visual Communication Strategy
- Digital Advertising & Campaign Asset Creation
- User Research, Usability Testing, A/B Testing
- Consumer Behaviour Analysis & Audience Insights

## COMMUNICATION & INTERPERSONAL SKILLS

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### Professional Skills

- Strategic Visual Communication
- Cross-functional Team Collaboration
- Creative Problem-Solving
- Design Thinking & Empathy Mapping

## ● PROJECTS

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### **Win with Drop App**

Links <http://winwithdrop.com/>

### **Joygram App**

Links <https://joygramkids.com/>

### **Aromatic Expressions**

Links <https://aromaticexpression.store/>

### **Inspire Super Market**

Links <https://www.facebook.com/share/1KfMCHeutL/>

### **Hostel Finder App**

Links <https://www.figma.com/design/cXAvTUaQJieD5c7lB88XKG/Hostel-Finder?node-id=164-156&t=Xsj3FYmggoJ6CFD2-0>

### **QR Code App**

Links

<https://www.figma.com/design/axrPzISgVVSZTwA7nIN9e5/QR-Code-App?node-id=0-1&p=f&t=WUblDwwuPkOIU0cW-0>

### **Megaspinn Web App**

Links

<https://www.figma.com/design/XraVJK7vrCn5ZI4Z6G8ttt/Megaspinn-Web-App?node-id=0-1&p=f&t=8h25Crb4vJVYdbe-0>

### **Saga Of Wings**

Links

<https://www.figma.com/design/LrM1IRSqvaB7stZyax61EW/Saga-Wings-game-ui-design?node-id=208-2&p=f&t=r35VHnY2wuIBynHT-0>

### **Plastic Recycling Company Dashboard**

Links

<https://www.figma.com/design/0guUijdWY7NXJBWgccAnk3/Customer-Management-System?node-id=0-1&p=f&t=r35VHnY2wulBynHT-0>

## ● CERTIFICATIONS

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01/08/2022 Government Diploma

### **CIT Award**

Secured first position in the program; recognized for academic excellence and outstanding performance in design.