

Dynamic UI/UX and Product Designer specializing in designing intuitive, user-centered digital products across web, mobile, and platform-based experiences. Focused on creating seamless, scalable interfaces that balance aesthetics and functionality while ensuring consistency across complex systems. Experienced in wireframing, information architecture, high-fidelity UI design, and interactive prototyping, with a strong understanding of design systems and component-based design. Applies design thinking and user research insights to improve usability, engagement, and overall product experience. Passionate about crafting accessible, visually cohesive, and impactful digital solutions that enhance user satisfaction and drive meaningful interactions.

EDUCATION

BACHELOR OF SOFTWARE ENGINEERING
Jinnah University for Women, Karachi | 2021

INTERMEDIATE CERTIFICATE, SCIENCE
Shaheed-e-Millat Govt Degree College, Karachi | 2017

MATRICULATION, SCIENCE
Islamic Mission School, Karachi | 2015

WORK

UI/UX DESIGNER (FREELANCE)

Appeal Digital, Bristol, England (Remote) | April, 2026 - Present

- Design user-centered digital interfaces by creating wireframes, user flows, and high-fidelity UI aligned with user and business requirements
- Create and maintain UI components and design systems for WordPress-based websites to ensure consistency and scalability
- Produce interactive prototypes in Figma to communicate design concepts and validate user experience decisions
- Prepare detailed design specifications, assets, and guidelines to support accurate implementation by development teams

UX/UI DESIGNER

Franada Enterprises, Inc. (Client: Wise Digital Partners, San Diego, CA - Remote) | Dec, 2025 - March, 2026

- Designed user-centered digital interfaces through wireframes, user flows, and information architecture aligned with business and user needs
- Created high-fidelity UI designs and interactive prototypes in Figma to enhance usability across web and mobile platforms
- Developed and maintained design systems and reusable UI components to ensure consistency and scalability
- Collaborated with developers to deliver detailed design specifications, assets, and seamless handoff documentation
- Evaluated usability, accessibility, and interface consistency following industry best practices and accessibility standards

UI/UX DESIGNER

Henslr (Formerly Kellar) | Jan, 2022 - Nov, 2025

- Promoted from Junior UI/UX Designer to UI/UX Designer, reflecting strong design performance and growing ownership of projects
- Conducted user research and developed user personas for Kellar Company's brands, improving user satisfaction by 20%
- Designed wireframes, prototypes, and high-fidelity mockups for mobile apps and websites, boosting user retention by 15%
- Collaborated with developers and cross-functional teams to ensure seamless implementation of user-centered designs
- Contributed to improving brand consistency across digital products, enhancing overall user experience by 10%

CERTIFICATIONS

- Google UX Design
- UDEMY - Web & Mobile Designer: UI/UX, Figma, + more
- Microsoft - Fundamentals of UI/UX Design
- Principles of UX/UI Design
- SEMRUSH - PPC Fundamentals
- HubSpot Academy - Social Media Marketing
- IELTS 2023 - 7 Bands
- PTE - 79 Points Overall

SKILLS & TOOLS

- UI/UX Design & User-Centered Design
- Wireframing & High-Fidelity UI Design
- Interaction & Responsive Design
- Usability Testing & Accessibility
- Information Architecture & User Flows
- Design Systems & Component Libraries
- Prototyping (Figma, Adobe XD, Sketch, Framer)
- Visual Design (Photoshop, Illustrator)
- Responsive Design for Web (HTML5, CSS3)
- CMS-Based Design (WordPress, Shopify, WooCommerce)

PORTFOLIO

[View Portfolio](#)