Usama Shahzad

UI/UX & Product Designer

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Links

• Website Portfolio • Figma Projects • Behance • LinkedIn • WhatsApp

Professional Summary

Creative and detail-oriented UI/UX Designer with hands-on experience designing intuitive, user-centered digital experiences. Skilled in using tools like Figma, Adobe Photoshop, and Illustrator, along with AI integration to boost creativity and productivity. Successfully collaborated on international projects with FusionWave and Kodex Technologies. Eager to learn, grow, and contribute to innovative design teams.

Education

University of Okara – Renala Khurd 2020 – 2024

Bachelor of Science in Software Engineering, GPA: 3.19/4.00

- Learn about design, including UI/UX and other related fields.
- Responsibility or achievement with quantifiable results.

Work Experience

Workforce Commerce — UI/UX Designer & Graphic Designer – Lahore June 2025 (Present)

- Designed media kits for various clients, maintaining brand consistency and visual appeal.
- Created engaging mobile app and website UI designs aligned with modern usability standards.
- Built high-converting landing pages and responsive dashboards focused on data clarity and intuitive navigation.
- Improved user experience (UX) by identifying friction points and implementing strategic design enhancements.
- Led redesign projects for existing apps and web platforms to enhance functionality, aesthetics, and user satisfaction.
- Collaborated with developers and stakeholders to ensure smooth design handoff and implementation.
- Conducted competitor research and implemented best practices to create scalable, user-focused digital products.

FusionWave (Pvt.) Limited — UI/UX Designer & Graphic Designer – Lahore Nov 2024 – June 2025 (8 Months)

- Contributed to user-centered UI/UX design projects for web and mobile platforms.
- Successfully completed various international assignments, improving global user engagement.
- Collaborated with cross-functional teams including developers and project managers to ensure seamless implementation of design solutions.
- Created high-fidelity prototypes and interactive wireframes to communicate design intent.
- Regularly participated in design reviews and client presentations, delivering clear and compelling design rationales.
- Leveraged AI tools to accelerate ideation, enhance visuals, and automate repetitive design tasks.

Kodex Technologies — Intern UI/UX Designer & Graphic Designer – Lahore Sep 2024 – Nov 2024 (3 Months)

- Designed intuitive and visually engaging user interfaces for internal and client-based projects.
- Conducted user research, created personas, and developed user journey maps to guide design decisions.
- Worked with tools like Figma, Adobe Photoshop, and Illustrator to produce design assets.
- Collaborated closely with the design and development teams to ensure alignment and feasibility.
- Participated in brainstorming sessions, contributing fresh ideas and creative input.
- Practiced responsive design techniques to ensure optimal performance across all screen sizes.

AFverse — Figma Training & Practical UI/UX Design Experience – Okara Jan 2023 – Aug 2024 (1 Year 8 Months)

- Completed a 3-month certified Figma UI/UX Design course focused on layout design, component systems, and prototyping.
- Engaged in 2 months of hands-on practice, working on mock projects to apply UI/UX principles in real-world scenarios.
- Gained practical knowledge in design systems, user flows, and creating engaging user experiences.
- Improved speed and efficiency by using Figma's advanced features and AI integrations.

Industry Knowledge

- User Interface (UI) design for web and mobile platforms.
- User Experience (UX) optimization through user-centered design.
- Creating smooth and engaging interaction designs.
- Developing wireframes and user flows for early-stage planning.
- Building high-fidelity prototypes for testing and presentations.
- Conducting design research, user interviews, and usability tests.
- Utilizing AI tools for faster design iterations and creative exploration.

Skills & Tools

Design Skills: UI Design, UX Design, Interaction Design, Wireframing, Prototyping, Design Research, Responsive Design
Tools: Figma, Adobe Illustrator, Adobe Photoshop, Framer **AI Tools:** ChatGPT, Gen10x, Base44, Clone (Voice & Design AI Tools)
Soft Skills: Creative problem-solving, Time management, Collaboration, Adaptability, Effective communication

Certifications & Achievements

- **Achievements** (2025) : UI/UX App Design (OnyxTec)
- **Certifications** (2024) : Google UX Design – Coursera

Language

- **Urdu** (Skillful)
- **English** (Conversational)

Career Goals

To build a successful career in UI/UX design by applying my skills in user-centered design and modern digital tools. I aim to contribute to innovative projects within dynamic teams, while continuously enhancing my expertise and adapting to new technologies. My goal is to deliver impactful design solutions that improve user experiences and support business objectives in competitive environments.