Khalid A

UI UX Designer, 3+ years experience
Lahore, Pakistan
https://augmntx.com/profile/ui-ux-designer-khalid-a/axf4444

+91 9820045154 | hr@augmntx.com

I'm a dedicated UI/UX Designer passionate about crafting engaging digital experiences. With hands-on experience, I specialize in translating complex ideas into user-friendly designs that resonate with audiences. My journey began with a fascination for user behavior and a drive to create meaningful interactions. Over time, I've honed my skills in research, wireframing, prototyping, and delivering visually compelling interfaces. My goal is to blend creativity with functionality, ensuring seamless user journeys and delightful experiences. I thrive on collaboration, working closely with cross-functional teams to transform visions into captivating designs. Outside work, I'm an avid explorer of design trends and emerging technologies, always seeking innovative ways to enhance user experiences.

INDUSTRIES: Ecommerce

TECHNICAL SKILLS

• UI design	3 years & 5 months
• Mobile App Design	3 years & 5 months
• UI UX design	3 years & 5 months
• Adobe XD	3 years
• Figma	3 years & 6 months

SOFT SKILLS

Problem-solving, Communication, Critical thinking, Time management, Design Thinking

PROJECT DETAILS

• Sephbeats May-2022 - September-2022

Project Description: The Sephbeats Website and Shopify Store Design project aimed to create a cutting-edge online platform catering to music enthusiasts. Focused on offering an immersive experience, this project sought to merge visually captivating design elements with seamless functionality. The goal was to establish a vibrant digital hub where users could explore, engage, and purchase music-related products and services with ease.

Responsibilities: 1. Conducted thorough user research to understand the needs and preferences of music enthusiasts, aligning design elements with their expectations. 2. Developed wireframes, prototypes, and user flows to ensure intuitive navigation and a seamless user journey through the website and Shopify store. 3. Created visually appealing and cohesive interfaces consistent with Sephbeats' brand identity, fostering an engaging and immersive user experience. 4. Collaborated closely with developers and stakeholders, integrating feedback and iterating on designs to align with business objectives and user needs. 5. Conducted usability testing and gathered user feedback to refine designs for optimal usability, accessibility, and overall user satisfaction. 6. Ensured the responsive design implementation across various devices to maintain consistency and functionality. 7. Produced comprehensive design documentation and assets for a smooth handoff to the development team, ensuring accurate implementation of the envisioned design.

Technologies: Figma, Photoshop, Adobe XD

Industry: Ecommerce

• Ecommerce Website Design for January-2023 - March-2023

Project Description: 1. Redesigned Seed Phytonutrients' e-commerce website focusing on sustainability and natural beauty products. 2. Aimed to create an intuitive, visually engaging platform for eco-conscious consumers. 3. Emphasized transparency and user-centric design to elevate the brand's online presence.
Responsibilities: 1. Conducted comprehensive market research and user persona analysis. 2. Developed wireframes and prototypes for seamless user navigation. 3. Created visually compelling interfaces aligned with brand identity. 4. Collaborated cross-functionally, iterating designs based on feedback. 5. Conducted usability tests and implemented iterative improvements. 5. Ensured responsive design across various devices. 6. Prepared design documentation and assets for development handoff.
Technologies: Figma, Photoshop
Industry: Ecommerce
Link: https://www.seedphytonutrients.com/

EMPLOYMENT HISTORY

• UI UX Designer

Description: As a seasoned UI/UX Designer with three years of experience at, my role revolves around crafting intuitive and user-centered digital interfaces for the company's products. This entails extensive user research, including interviews, surveys, and usability tests, to grasp user behaviors and preferences. Collaborating closely with cross-functional teams, I translate business requirements into visually compelling designs, developing wireframes, prototypes, and user flows to communicate and refine design concepts. By adhering to industry best practices and accessibility standards, I create high-fidelity mockups and prototypes that ensure a seamless user experience across diverse devices and platforms. Continuous iteration based on user feedback and analytics is a cornerstone of my responsibilities, aiming to enhance overall usability. Moreover, I maintain design consistency and brand identity while documenting decisions and specifications for smooth development handoff. Staying abreast of the latest UI/UX trends and technologies enables me to drive innovation and deliver exceptional design solutions.

• UI UX Designer

Upwork

Description: As a seasoned UI/UX Designer with three years of experience freelancing on Upwork, my role revolves around collaborating remotely with a diverse array of clients to craft intuitive and visually appealing design solutions. This involves conducting comprehensive research, including user interviews and competitor analysis, to glean valuable insights that inform the design process. Leveraging this research, I develop wireframes, prototypes, and user flows, meticulously refining design concepts to ensure seamless and user-friendly experiences across digital platforms. Communication with clients is integral as I present design ideas, incorporate feedback, and adeptly translate their brand identities and business goals into captivating interfaces. Adherence to industry best practices, including accessibility and responsive design principles, remains a cornerstone of my work, ensuring optimal functionality across devices. With a commitment to timeliness and professionalism, I manage project timelines, deliverables, and documentation effectively, continuously striving to exceed client expectations and uphold a reputation for delivering top-notch design services on the Upwork platform.

CERTIFICATION

• Google UX Designer by Google Coursera 2021

EDUCATION

• Masters degree in Computer Science from The Superior College University Lahore 2019 - 2021

LANGUAGES

• English - advanced

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