

MUHAMMAD ISMAIL

UI/UX Designer | User-Centric Designs | Mobile Applications | Graphic Materials

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Pakistan



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

Senior UI/UX Designer

AptechMedia (pvt) Ltd

02/2024 - Present

A dynamic company focused on media and technology.

- Led the UI/UX design for web and mobile applications, from initial concept to final execution, resulting in a 20% increase in client satisfaction.
- Mentored a team of 3 junior designers and maintained high standards for design quality and user-centric solutions.

UI/UX Designer

ProSoft Technology

02/2023 - 2024

- 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.

Graphics Designer

Leekwall

02/2022 - 2023

- Worked with 7 branding projects as a Senior Graphic Designer
- Designed and produced over 129+ 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.

UI/UX Designer

Tapsol Software House

02/2021 - 2022

A software house focusing on innovative solutions

- 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

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

LANGUAGES

English

Advanced



Urdu

Native



Pashto

Native



KEY ACHIEVEMENTS



Enhanced Client Satisfaction

Increased client satisfaction by 20% through impactful web and mobile app designs.



Leadership And Mentorship

Mentored 3 junior designers, resulting in improved team performance and design quality.



Increased Social Media Reach

Created 150+ promotional materials, boosting social media reach by 30%.

SKILLS

Packge Design

ABC image design

Adobe XD

Canva

Figma

Photoshop

illustrator

video Edition

PROJECTS

Joygram

<https://joygramkids.com/>

- 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.

win with drop app

<https://winwithdrop.com/>

- Designed Website and mobile application.
- E-commerce project

E-Tailor app

<https://www.figma.com/design/4aAkvfl7tcLjgTNCvTMITc-E-Tailor?node-id=7-2&t=umtG8QrD31jVYKi7-1>

- Design a mobile app for E-Tailor app.

Aromatic Impressions

<https://aromaticexpression.store/>

- Designed social media posts, banners, and other promotional materials

Law Books & Library App

<https://www.figma.com/design/YRIH2qyYyx8rESWWTia28N/law-app-ui--Copy?-node-id=4252-27&t=eci7jPmaWUze6pRO-1>

- Design a mobile app & Admin panel for law books, resources and references

Musmimack Editor app

<https://www.figma.com/design/YRIH2qyYyx8rESWWTia28N/law-app-ui--Copy?-node-id=4252-27&t=eci7jPmaWUze6pRO-1>

- Designed a mobile app for custom tailoring processes