Ahtasham Anjum

UI UX Designer

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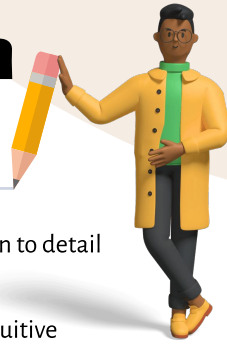+92 302 7574216

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I am an aspiring UI/UX Designer with impeccable attention to detail with over 6 years of experience. I have successfully led and contributed to over 50 projects, specializing in creating intuitive digital experiences that resonate with users. My approach blends strategic thinking with creative problem-solving.

My primary focus throughout, has been to create -

- **Research and Insights**
- **Information Architecture**
- **Visual and Interaction Design**

Experience

· Design Lead - **JinnByte**		March 2024 - present
· Design Lead - **Devrol Solutions**		September 2021 - February 2024
· Senior Designer - **EpicSoft**		June 2020 - August 2021
· Associate Designer - **Paksa IT Solutions**		October 2019 - May 2020
· Associate Designer - **Villaex Technologies**		September 2017 - August 2019

Notable Work

Facebloom - Mobile App Redesign   **April 2024**

- Led the **redesign** of a mobile app for enhanced **user engagement** and ease of navigation.
- Conducted **user research**, created **wireframes** and **prototypes**, and collaborated closely with developers.
- I was one of 3 people on the project, with **60% - 70% ownership**.
- Achieved a **25%** increase in app downloads and a **30%** improvement in user retention.

Nikkah - Complete product from scratch   **November 2023**

- Conducted **user research** to inform intuitive and **user-centered** design decisions across all platforms.
- Led the design of the "Nikkah" platform, encompassing **website**, **mobile app**, and **admin dashboard interfaces**.
- Created **visually appealing** and **user-friendly** interfaces using Figma.
- Implemented **usability testing** and iterative design improvements to optimize user experience.

Key Skills

Skill	Rating
Wireframing	★★★★★
User-Centered Design	★★★★★
User Research	★★★★☆
Design Systems	★★★★☆
Visual Design	★★★★☆
UX Writing	★★★★☆
Typography	★★★★☆
Color Theory	★★★★☆
Icon Design	★★★☆☆
Problem Solving	★★★★☆

Software

Figma | Adobe Illustrator
Adobe XD | Adobe Photoshop
Sketch | Adobe After Effect
Blender

Academics

Bachelor of Sciences in IT
2019, Punjab University

Interests

Design Community Involvement
Creative Hobbies
Problem-Solving Challenges

Other Info.

Languages
English, Urdu, Punjabi

Hobbies
Cricket
Snooker
Mobile Games