

Profile

Creative and detail-oriented Website Designer with 4+ years of experience designing visually compelling, responsive websites for B2B and B2C markets. Expert in bridging the gap between aesthetic graphic design and technical feasibility (HTML/CSS). Proven track record of creating high-converting landing pages, establishing brand consistency, and delivering pixel-perfect user experiences. Skilled in Figma, with a strong focus on mobile-first principles and SEO-friendly design layouts.

Experience

Byte Legion, UI/UX Designer08/2025 – 11//2025Islamabad, Pakistan

At Byte Legion, I worked as a UI/UX Designer responsible for creating clean, functional, and business-focused interfaces. I handled both full design projects from scratch and redesigns where the existing UX was weak or inconsistent.

- **Adonai Fitness Website:** Designed the complete website layout and visual identity from the ground up. Established the brand's color palette, typography, and style guide to ensure a professional, high-impact market entry.
- **UX & Conversion Optimization:** Redesigned the *Bar Bunny* app interface, decluttering the visual hierarchy to improve user retention and streamline the customer journey.
- **Visual Assets:** Created high-fidelity mockups and responsive UI components, ensuring all graphics remained crisp and legible across mobile and desktop devices.
- **Collaboration:** Worked closely with the development team to ensure the final website matched the approved design mockups pixel-for-pixel.

Octech, React Developer Nov, 2024 – Jul, 2025Great Poland Street, London, England

• **Full-Cycle Website Design:** Led the visual design and frontend implementation for client websites, including *EnomadTax.com*, *UAPAY.io*, and *Aurix*.

• **Responsive Layouts:** Designed flexible, mobile-first interfaces that adapted seamlessly to all screen sizes, ensuring a consistent user experience.

• **Brand Alignment:** Maintained strict brand consistency across all web pages and digital touchpoints, translating client requirements into engaging visual stories.

• **Performance & SEO:** Built lightweight, optimized design structures using Next.js/Tailwind, resulting in fast-loading pages favorable for SEO rankings.

Danzee Tech, UI Developer & Designer Dec, 2022 – Oct, 2024Viby, Denmark

Designed and co-developed responsive, user-focused web applications by blending strong UI/UX principles with modern frontend practices.

• **Design to Development:** Transformed conceptual ideas into polished, production-ready website designs. Created comprehensive style guides and asset libraries for developer hand-off.

• **Interactive Prototyping:** Designed interactive wireframes in Figma to visualize user flows and secure client approval before development.

• **Component Design:** Built a library of reusable design elements (buttons, banners, navigation bars) to speed up the design process and ensure visual uniformity.

• **Modern Web Practices:** Applied expertise in HTML/CSS to tweak and refine layouts, ensuring the visual integrity of the final product.

Void Soft Technologies, Junior Web Developer06/2022 – 11/2022Rahim Yar Khan, Pakistan

• Gained foundational experience in responsive web design, creating user-friendly interfaces in Figma and implementing them with HTML/CSS.

• Focused on mobile responsiveness and cross-browser compatibility for client projects.

Skills

Figma (auto-layout, variants, variables) — Proficient

Wireframes — Proficient

High-fidelity prototypes — Proficient

User flows — Competent

HTML/CSS fluency → dev hand-off — Proficient

Projects

Enomad, Your Global Growth, Secured and Streamlined. Website Design & Build05/2025 – 06/2025

Designed a trustworthy, professional financial services website focused on clarity and user trust.

Yaksport, Training camps for everyone!07/2023 – 06/2024

Aurix SaaS UI Design03/2025 – 04/2025

Created a clean, data-rich dashboard interface with a focus on readability and ease of navigation.

Adonai Fitness E-commerce/Brand Design09/2025 – 10/2025

Built a high-energy visual identity and landing page structure to showcase fitness products effectively.