

ZEESHAN AHMED

UI/UX DESIGNER

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PROFILE

UI/UX Designer (creative and details oriented) with 3+ years of experience user research, wireframing and high fidelity user interface design experience. Experienced in the development of privacy-conscious, user friendly mobile applications based on the analysis of competitors and approaches to usability. Obsessed with developing meaningful, intuitive and clean digital experiences that are neither too familiar nor too novel.

PROJECTS

- **Complete Case Study of Electric helper landing page** (Figma)

Designed a responsive landing page for a service-based platform connecting users with trusted electricians. Focused on improving booking efficiency, trust-building, and mobile accessibility. Applied design principles like spacing, auto layout, and constraints for responsive behavior.

- **Complete Case Study of Social Connect App** (Figma)

Designed a privacy-focused, minimalist social app inspired by WhatsApp and Instagram. Conducted user research, competitor analysis, wireframing, and high-fidelity UI design to enable private post and status sharing, real-time chat, and calls, with a strong emphasis on usability, familiarity, and user privacy.

- **UI of Car Screen** (Figma)

Design user friendly UI/UX for car screen focus on interaction and driver safety. Creating clear layouts and responsive touch control. Interfaces are both functional and visually engage with modern cars.

- **UI of Fast Food Website** (Figma)

Design UI/UX for fast food website focus on functional navigation and responsiveness for different devices. Visually eye catching home page, menu, ordering, book table and checkout pages.

WORK EXPERIENCES

- **UX/UI Design Intern — Developer hub co.** **Oct 2025 - Nov 2025**

Gained hands-on experience in auto layout, design systems, and mobile-first design strategies. Worked on improving UI consistency, accessibility, and visual hierarchy in ongoing projects.

- **UX/UI Design Intern — Cosmi Code** **July 2025 - Oct 2025**

Designed user-friendly web and app interfaces using Figma, created wireframes and prototypes, collaborated with developers, and improved usability through user-centered design principles.

- **Freelance Designer – Whatsapp** **2024 - Present**

Complete Several designing projects in which include User Interface of App and Web, Social Media Posts, Logos, Packaging Design, Thumbnails.

EDUCATION

B.CS. in Software

Abdul Wali Khan University, Mardan

Oct 2022 - June 2026

GPA: 3.07

Key Courses: Fundamental Programming, Web Application Development, OOP, OS, AI, Software Engineering, DLD, Software Project Management and OOAD.

TECHNICAL SKILLS

Software Design: App Web Design, Landing Page Design, UI/UX Design, Graphic Design.

Web: Basic Knowledge Front end development (HTML, CSS)

Tools: Figma, Adobe Photoshop, Adobe Illustrator, VS Code.

COURSES CERTIFICATES

1. Foundation of user experience (UX) Design	Google	2024
2. Graphic Design and Freelancing	Digiskill	2024
3. Fellowship Program UI UX Design	ACM UET Lahore	2025

LANGUAGES

1. Urdu
2. English

ACTIVITIES

1. Member, Entrepreneurship society – Abdul Wali Khan University Mardan
2. Member, Media society – Abdul Wali Khan University Mardan