

# UNEED AHMAD

UI / UX DESIGNER

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Bergstraße 18, 99089 Erfurt, Germany

English German Punjabi Urdu

Fluent

B1

Native

Native

UI/UX Designer based in Erfurt, Germany, specializing in Visual Design and Illustration. With over 7 years of experience, I've collaborated with startups, diverse teams, and large organizations to craft holistic, user-centered digital experiences

## SKILLS

### Design Tools

Figma, Adobe Creative Suite (Illustrator, Photoshop, After effects, Premier), Wordpress, JIRA, InVision, Miro, HTML/CSS

### Design Competencies

Product Design, Interface Design, Experience Design, Information Architecture, Wireframing, Prototyping, Usability Testing, Illustration, Data visualization, Interaction Design, User Interface Design, Web Design, Art Direction, Design Systems, Mobile app design

## SUCCESSES

### Icon/Illustration library 2023

Designed and managed the company's icon and illustration library, ensuring visual consistency, streamlining workflows, fostering brand cohesion, and enhancing user engagement with impactful visuals.

### Syntax Logo Design 2022

Designed logo for Syntax, Phrase's design system, enhancing brand identity and cohesion.

### Syntax Design System 2021 - 2023

Key contributor in designing and managing the design system, including component design, resulting in significant time and resource savings for stakeholders.

### Project Exhibited 2018

Work selected for Hochschule Anhalt's Design Show

### Design Lead for PyCon Pakistan 2017

Responsible for Interaction design, branding and exhibition design for the first PyCon event in Pakistan

### Honors Architecture Thesis 2016

Graduated Bachelor's with an honors thesis

## INTERESTS

Philosophy / Art / Culture / Design / Travel / Comics / Music / Photography / Illustrations / Cinema / Hiking / Video Games

## EXPERIENCE

### Phrase | User Interface Designer

July 2021 - December 2023 | Hamburg, Germany

Collaborated as one of three UI designers on a comprehensive design system, leading the icon and illustration library, which boosted design efficiency by 30% and achieved 95% interface consistency. Worked with cross-functional teams to streamline workflows, resulting in a notable increase in user engagement from user testing feedback

### Q-Sensei | UI/UX Designer

April 2021 - April 2021 | Erfurt, Germany

Designed the UI/UX for a data analytics dashboard, boosting user satisfaction scores by 15%. Designed and launched the company website, leading to a significant increase in site traffic.

### Half full Studio | Visual Designer

May 2018 - September 2018 | Lahore, Pakistan

Delivered cohesive branding and visuals across 9+ projects, boosting client engagement and positive feedback. Created editorial designs, illustrations, and animations to elevate brand consistency.

### ThisApp | UI/UX Designer

July 2017 - June 2018 | England/Pakistan

Focused on interaction design for a cross-platform product on iOS, Android, and web. Developed explainer videos that improved feature understanding.

### Arbisoft | UI/UX - Visual Designer

November 2016 - March 2018 | Lahore, Pakistan

Design Lead for Pakistan's first PyCon event, creating branding, interaction designs, illustrations, and animations for 500+ attendees. Managed branding projects that boosted recognition for Arbisoft, now a global company with 1000 employees.

### Interacta | UI/UX - Visual Designer

June 2014 - October 2016 | Lahore, Pakistan

Led design initiatives at a startup, establishing branding and promotional content that boosted brand visibility by 40% in the first year, driving user growth and retention.

## EDUCATION

2018 - 2020

### Masters in Integrated Design

Hochschule Anhalt, Germany

2011 - 2016

### Bachelors in Architecture

COMSATS Institute of Information and technology, Pakistan