

UNEEB AHMAD

UI / UX DESIGNER

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Bergstraße 18, 99089 Erfurt, Germany

English German Punjabi Urdu

Fluent

B1

Native

Native

Hey, I'm Uneeb, a UI/UX Designer based in Erfurt, Germany. I specialize in UI design, design systems, and interaction design, crafting visually compelling and intuitive digital experiences. With over 7 years of experience, I've collaborated with startups and global teams, blending strong UI and visual design with UX principles to create user-friendly and engaging products

SKILLS

Design Tools

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

Design Competencies

Product Design, UI/UX Design, Design Systems, Information Architecture, Wireframing, Prototyping, Usability Testing, Illustration, Data Visualization, Interaction Design, Mobile & Web Design, Art Direction

ACHIEVEMENTS

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 the Syntax logo for Phrase's design system, strengthening brand identity.

Syntax Design System

2021 - 2023

Contributed to design system development, improving component standardization and reducing design resource time.

Project Exhibited

2018

Work selected for Hochschule Anhalt's Design Show

Design Lead for PyCon Pakistan

2017

Led interaction design, branding, and exhibition design for Pakistan's first PyCon event.

Honors Architecture Thesis

2016

Graduated with an honors thesis in architecture.

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

Worked with PMs and engineers as one of three UI designers on a design system, leading the icon and illustration library to enhance usability and streamline scalability. Increased design efficiency by 30% and ensured 95% interface consistency, enhancing user experience. Applied user testing insights to refine workflows and drive engagement

Q-Sensei | UI/UX Designer

April 2020 - April 2021 | Erfurt, Germany

Designed the UI for a data analytics dashboard, improving user satisfaction by 15%. Led UX/UI for the company website, applying iterative design to refine structure and boost engagement.

Half full Studio | Visual Designer

May 2018 - September 2018 | Lahore, Pakistan

Delivered cohesive branding and visuals across 9+ projects, boosting engagement and client satisfaction. Produced editorial designs, illustrations, and animations to enhance brand consistency

ThisApp | UI/UX Designer

July 2017 - June 2018 | England/Pakistan

Designed interaction flows for a cross-platform product (iOS, Android, Web), improving usability and engagement. Created explainer videos that enhanced feature adoption

Arbisoft | UI/UX - Visual Designer

November 2016 - March 2018 | Lahore, Pakistan

Design Lead for Pakistan's first PyCon, creating branding, designs, and animations for 500+ attendees. Delivered branding projects that boosted recognition for Arbisoft, now a global company with 1k employees

Interacta | UI/UX - Visual Designer

June 2014 - October 2016 | Lahore, Pakistan

Led design at a startup, creating branding and content that increased visibility by 40%, 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