



# Muhammad Shoaib

User Experience Designer

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Pakistan

## PROFESSIONAL SUMMARY

Highly skilled and driven UX/UI designer with a strong record of delivering exceptional design solutions and leading successful teams. Experienced in managing end-to-end projects, collaborating with cross-functional teams, and translating user requirements into innovative interfaces. Passionate about creating intuitive and visually appealing user experiences.

## WORK EXPERIENCE

- Team Lead UX/UI Design** | Codistan Ventures, Pakistan July 23 - Cont..  
Creating intuitive user experiences by following design guidelines and principles. Accountable for managing the team, overseeing their daily tasks, and ensuring that web and mobile application design-related projects deliver promptly and to the highest quality standards. Collaborate and coordinate among cross-functional teams to ensure project delivery within the deadline.
- UX/UI Designer** | Codistan Ventures, Pakistan Jan 23 - June 23  
Collaborating with Team Lead, Project Managers, and Engineers to gather user requirements based on the design thinking framework, creating responsive designs for the web, and designing graphic user interfaces for mobile apps. Iteratively improving existing designs by following user-centered design principles and, based on user feedback, ensuring design consistency throughout all design activities.
- UX/UI Designer** | SpotGame Technologies, Pakistan Aug 22 - Dec 22  
Creating seamless user experiences in the form of a responsive web app for sports enthusiasts and collaborating remotely with the UX team lead and developers. Iterating on design feedback by incorporating visual design principles and elements. Using Figma to create wireframes, user flows, journey maps, prototypes, and high-fidelity UI screens.
- UX/UI Design Intern** | SpotGame Technologies, Pakistan May 22 - Jul 22  
Utilizing UI/UX design skills, collaborated with multiple stakeholders to design a mobile-responsive website, enhancing sports-related offerings for users.

## CERTIFICATIONS

- Extended Reality for Everybody (AR/VR/XR)** Dec - 23 [Visit](#)  
University of Michigan
- Certified Project Management Specialist** Mar - 23 [Visit](#)  
Coursera, Google
- Design Thinking** Oct - 23 [Visit](#)  
HP Life
- Certified UX Designer** Sep - 22 [Visit](#)  
Coursera, Google
- UX/UI Design** Mar - 22 [Visit](#)  
E-Rozgar, PITB
- Enterprise Design Thinking Practitioner** Aug - 22 [Visit](#)  
IBM
- Enterprise Design Thinking Co-Creator** Aug - 22 [Visit](#)  
IBM
- Enterprise Design Thinking Team Essentials For AI** Aug - 22 [Visit](#)  
IBM
- Graphic Design** May - 21 [Visit](#)  
DigiSkills

## IMPORTANT LINKS

- UX Portfolio** [Visit](#)
- LinkedIn** [Visit](#)
- UX Design Membership** [Visit](#)

## SKILLS

### Design

Personas, user stories, user journey map, problem statement identification, information architecture, mockups, wireframing, rapid prototyping, usability study & testing, interaction design, user flows, interface design, design system, drawing, typography, ui design, responsive design, accessibility, user testing, visual design, storyboarding, agile development

### Research

Accessibility, UX research, competitive audit, marketing analysis and usability study, industrial design, user experience and product innovation design, and service design

### Process

Human center design and design sprint

### Technical

Figma, adobe xd, invision studio, adobe photoshop, adobe illustrator, adobe indesign, adobe premier pro, adobe after effects, miro, photography, trello, asana, webflow, html, css, javascript, spss, stata

## EDUCATION

- Masters in Applied Economics** Sep 18 - Jul 21  
Xi'an Jiaotong University
- Masters in Business Administration** Feb 13 - Jul 14  
International Islamic University
- Bachelors in Business Administration** Sep 07 - Oct 11  
University of Gujrat

## HONORS & AWARDS

- Chinese Government Scholarship** Sep 17 - July 21
- FMS - Scholarship** Feb 13 - July 14
- PM - Laptop Award** Feb 13 - July 14

## VOLUNTEERING

- YIYOU Huanbao Foundation** Sep 17 - July 21  
Shaanxi, Xi'an

## LANGUAGES

English - Fluent Chinese- Conversational