

# Ayesha Pervaiz

GRAPHIC & UI/UX DESIGNER



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Experienced designer with over 5 years in graphic design, backed by a UI/UX certificate. My experience in graphic design provides me with a strong foundation in aesthetics and design principles, which I leverage to create intuitive and visually appealing user interfaces. Excited to apply my creative skills and design expertise to solve complex user experience challenges and create impactful digital solutions.

## TECHNICAL SKILLS

Design Thinking & Strategy, User Experience, User Research, User Interviews, Surveys, Persona Creation, Empathy Mapping, User Journey, Storyboarding, Information Architecture, User Flows, Wire framing, Prototyping, Usability Testing, User Interface Design, UI Design Systems, Typography, UI Style Guide, A/B Testing, Responsive Web Design, Interaction Design, Mockups, HTML, CSS, Bootstrap, Photography, Branding, Color Theory, Brand Guideline, Ideation, Social Media Designs.

## SOFTWARE SKILLS

Figma, Adobe CC tools (Illustrator, Photoshop, InDesign, XD, After Effects, Premier Pro, Lightroom), Webflow, Canva, Visual Studio Code, Github, Powerpoint, Trello.

## WORK EXPERIENCE

### Graphic Designer | Part-time | Muslim Nexus Neighbour, Canada - December 2022 - Present

- Design and develop various collateral materials, such as brochures, flyers, and social media posts, to promote MNN and the upcoming events.

### Graphic Designer | Full-time | Ecommerce Inside, Pakistan - Jun 2021 - Aug 2022

- Participated in brainstorming sessions with clients and provided innovative ideas to lead their design process for offline and online promotional campaigns, including print advertisements, digital banners, and social media graphics.
- Revamped logos and business cards, enhancing brand images for diverse clients.
- Created proofs of concept, mock-ups, and presentation materials to visualize and communicate
- design concepts to clients.

### Graphic Designer | Full-time | Sante Private Limited, Karachi, Pakistan - May 2019 - June 2020

- Consulted with brand and marketing managers to understand their requirements and vision for design elements, and provided recommendations based on their requirements
- Developed and maintained the corporate identity and branding guidelines to ensure consistency across all marketing materials.
- Conceptualized and designed the inaugural organization gazette, covering the company profile, CSR projects, and disease awareness articles.

### Graphic Designer | Freelancer | June 2015 - Present

- Worked on various design projects for diverse client base, from basic consumer requirements to business social media campaigns.

## EDUCATION

- University of Toronto, Canada**
- University of Karachi, Pakistan**

UX/UI Design Bootcamp Certificate - August, 2023  
Bachelor of Graphic Design - December 2018