



WISHA KHURSHID

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EDUCATION

Namal University, Mianwali

Sep 2018 – July 2022

Bachelor of Computer Science

Relevant courses: Human-Computer Interaction, UX/UI, Web Technologies, Mobile App Development, Software Engineering, Data Structures and Algorithms, Databases, Information Retrieval, and Artificial Intelligence.

EXPERIENCE

Fiverr

Level 2 Freelancer:

Oct 2018 – Present

- Graphic Designer: Have been doing freelancing in graphic design since 2018. Successfully delivered 400+ freelance projects which included tasks such as designing UI, logos, brochures, flyers, and posters for international clients.
- UX/UI Designer: Have designed responsive user interfaces for the websites and mobile applications of different companies.
- Profile: <https://www.fiverr.com/wishakhursheed/>

Upwork

Top Rated Freelancer:

Oct 2020 – Present

- Web Developer: Completed 5 website development projects for international companies and received positive feedback.
- Profile: <https://www.upwork.com/freelancers/~010d47fdd414551b66/>

Namal Idea Club

Oct 2020 – Feb 2021

Director Graphics

- Lead a team of 3 designers in the society
- Designed posters/flyers/promotional videos to increase the hype of events on social media.
- Managed social media pages of the society.

Symmetry Financial Group

Feb 2021 - Oct 2021

Graphic Design Freelancer

- Designed posters/flyers/promotional videos for social media marketing.
- Worked 10 hours per week on different graphics projects.

Qualtribe (Startup)

June 2021 - Present

Graphic Designer

- Made brand identity for the startup.
- Made promotional posters for marketing purposes.
- Handling all the media activities for the startup.

ACADEMIC PROJECTS

Heuristic Evaluation – Human-Computer Interaction:

UI/UX Designer:

- Did a complete design audit on the official website of Higher Education Commission, Pakistan (<https://www.hec.gov.pk/>). I wrote a complete report on this audit. The report has comprehensively evaluated potential usability problems. Furthermore, relevant solutions have also been proposed.

- Designed lo-fi prototypes by using Balsamiq.

Thinking Aloud Test - UI/UX:

UI/UX Designer:

- Performed the thinking aloud test on the website (<https://www.namal.edu.pk/>). I evaluated and wrote a complete report on the interface. It discussed about the problems in the design that how did the current design break the design principles and then I gave the solutions to the current design providing high-fidelity design.
- Designed wireframes by using Balsamiq.
- Designed prototypes by using Figma.

Qualtribe Android Application:

Developer / UI Designer:

- Application Development: Developed an android application for a micro agency startup. The app enables the buyers to reach out and choose from the services being offered with the ultimate goal of attaining orders and making a deal.
- Business Writing: Drafted a detailed software requirement, development, and testing report regarding the whole project.
- Language: Java

Qualtribe Website Development:

Developer / UI Designer:

- Developed a website for a micro agency startup. The website contains all the portfolios of sellers and the services being offered by the agency. It enables the buyers to reach out and choose from the services with the ultimate goal of attaining orders.
- Prototyped all the web pages on Adobe XD and made it responsive, also made the icons using Illustrator.
- Languages: Node JS (back-end) and React JS (front-end).

Learning Management System:

Database Administrator:

- Developed normalized relational database model.
- Implemented the admin interface for Learning Management System with the front-end interface and backend.
- Languages: PHP (back-end), Html, CSS, Bootstrap (front-end).

2D Snails Game:

Developer / UI Designer:

- Implemented a grid-based game using python arcade library, opponent pc agent learns through reinforcement and tends to choose an optimal position against human.
- On the backend, A* and Minimax Algorithms were used to perform operations.

Movies Application:

Developer/UI Designer:

- Developed movies web application, where user can add and delete movies, and explore movies gallery.

CERTIFICATIONS:

Foundation of User Experience (UX) Design - Google:

<https://coursera.org/share/56a2bd2f148b570b37bd1a6b89c6703d>

Introduction to UI Design - University of Minnesota:

<https://coursera.org/share/1f7286a30832d2f9cfe764e5b827b159>

Graphic Design - University of Colorado:

<https://coursera.org/share/747396f471f1b1755394e89f22fa76a3>

SKILLS & INTERESTS

- **Graphic Design:** Adobe Photoshop, Adobe Illustrator, Canva Pro.
- **UI Design:** Adobe XD, Figma, Balsamiq, Wireframing, Hi-Fi/Lo-Fi prototyping.
- **UX Design:** User Research, Human-Centered Design, Human Computer Interaction, Responsive prototyping, Usability Testing.
- **Web Development:** HTML, CSS, JavaScript, Bootstrap, React, Node, PHP, SQL, MySQL, Firebase, WordPress
- **Programming Languages:** C, C++, Python, Java.
- **Other:** MS Offices (Excel, Word, PowerPoint).

REFERENCES

- **Dr. Muhammad Tanvir Afzal (PhD, Technische Universität Graz)**
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Namal University Mianwali, Pakistan
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- **Dr. Adnan Iqbal (PhD, NUST-Pakistan)**
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