

Muhammad Arslan

UI/UX Designer

Bhakkar, Pakistan

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Profile

A detail-oriented UI/UX Designer specializing in creating intuitive and aesthetically pleasing digital experiences. Skilled in designing high-fidelity web and mobile application interfaces using Figma, with a focus on user-centered design principles. Transforms complex requirements into clean, accessible interfaces that enhance user satisfaction and drive business objectives.

Education

09/2021– Present **Bachelor of Computer Science**, *Namal University*, Mianwali

Relevant Courses

User Interface Design
Human-Computer Interaction
Web Development
Mobile Application Development
Design Thinking and Innovation
Visual Communication

Work Experience

- 07/2023– Present **Graphic Designer**, *Namal University Marketing Department*, Mianwali
- Designed engaging graphics and promotional materials for university admission campaigns
 - Created visually compelling social media content to enhance brand visibility
 - Collaborated with marketing team to develop cohesive visual communication strategies
 - Maintained brand consistency across various digital and print materials
- 07/2023– Present **Videographer/Photographer**, *Namal University Marketing Department*, Mianwali
- Captured high-quality photographs for university events and promotional campaigns
 - Created engaging video content showcasing university facilities and academic programs
 - Edited visual assets for multiple platforms including website and social media
 - Developed storytelling concepts aligned with institutional branding

Skills

Design Tools Figma, Adobe XD, Sketch, Photoshop, Illustrator
Prototyping Interactive prototypes, Wireframing, User flows
Research User research, Usability testing, A/B testing
Design Component libraries, Design tokens, Style guides
Systems
Additional Responsive design, Accessibility standards, Visual storytelling

Personal Projects

2023 **Virtual Medical Assistant Web Application**

- Designed an intuitive healthcare platform enabling seamless remote medical consultations
- Developed a comprehensive design system with consistent components and typography
- Optimized user flows for appointment scheduling and patient-doctor interactions
- Integrated accessibility features ensuring usability for individuals with diverse needs

2022 **Weather Forecast Mobile Application**

- Created a visually striking weather application with location-based forecasts and intuitive data visualization
- Incorporated responsive microinteractions to enhance user engagement
- Implemented a minimalist interface prioritizing critical weather information
- Designed both dark and light mode themes with optimal contrast ratios

Certifications

2023 Google Certified UI/UX Designer, Coursera

Achievements

Student Design Ambassador for university design initiatives (2022-2023)

Featured design work in university's annual design showcase

Recipient of departmental recognition for exceptional design contributions

Mentored junior students in design fundamentals and software skills