

# Fazeelat Shafiq

## Creative UI/UX & Website Designer

Creative UI/UX & Website Designer with proven experience delivering user-centered digital experiences and designing modern, high-converting websites for 100+ clients across diverse industries. Demonstrated expertise in UI/UX strategy, responsive web design, wireframing, prototyping, and brand identity development using Figma and Canva. Successfully managed end-to-end website design projects, translating business goals into visually engaging and functional digital solutions that strengthen brand presence and improve user engagement. Skilled in combining creative design thinking with digital marketing insights to create seamless user experiences and impactful online brand identities

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## EDUCATION

### Namal University Mianwali

BBA (Digital Marketing)

Oct 2022 - Oct 2026 | Mianwali | 3.40

### Intermediate

Superior Group of colleges Mianwali

Aug 2019 - Aug 2021

### Metric

Govt Girls High School Kalri

Jul 2018 - Aug 2020

## WORK EXPERIENCE

### UI/UX & Website Designer

Freelance | Remote Client Projects

Jul 2025 - Present

#### Achievements/Tasks

- Designed user-centered and responsive websites for 100+ clients across different industries
- Managed complete website design process including wireframing, prototyping, UI design, and final implementation using Figma and Canva

### UI/UX & Website Design Experience

Self Employed

Jan 2026

#### Achievements/Tasks

- Designed a website interface for **Acme Funding**, focusing on building a professional and trust-based digital presence for a financial brand

### Finance Office Intern

Namal University Mianwali

#### Accomplishments / Tasks

- Gained practical exposure to financial operations and administrative processes within a structured institutional environment

## SKILLS

UI/UX Design

Website Design

Wireframing

Prototyping

User Research

Figma

Project Management

Canva

## PERSONAL PROJECTS

### HeyPup

Website Design Project

#### Key Features

- Designed a modern and engaging website for *HeyPup*, focusing on creating a user-friendly interface with smooth navigation and playful visual identity. Developed full UI structure including homepage, service pages, and responsive layout to enhance user engagement and brand appeal.

### CodeCash

Brand Website Design

#### Key Features

- Created a professional website design for *CodeCash* to establish a strong digital presence. Focused on clean UI layout, structured information flow, and conversion-oriented design to effectively communicate brand services and improve user experience.

## CERTIFICATES

### Introduction to User Experience

Institutes of Emerging Careers

## LANGUAGES

### English

Full Professional Proficiency

### Urdu

Professional Working Proficiency