

Laiba Farooq

UI/UX Designer

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 @laibadesigner  @laibafarooqpdk

Experienced UI/UX designer skilled in creating intuitive and visually appealing user interfaces. Proficient in design tools and techniques, with a focus on user-centered design principles. Dedicated to staying updated on industry trends and delivering high-quality, innovative solutions. Strong communicator and team player, committed to exceeding client expectations.

EXPERIENCE

UI/UX Designer

Optimal Web Solutions

Aug, 2023 - Mar, 2024

As a UI/UX designer at Optimal Web Solutions, I lead the design process to create user-friendly and visually engaging digital experiences. Collaborating closely with cross-functional teams, I analyze user requirements and business objectives to develop intuitive interface designs. Utilizing my expertise in design principles and industry best practices, I ensure that our products meet high standards of usability and aesthetics. Through iterative design iterations and user testing, I continually refine our solutions to enhance user satisfaction and drive business success.

EDUCATION

Bachelors

Lahore

Punjab University

Jan, 2021 - Dec, 2023

Intermediate

Government Degree College

May, 2019 - Dec, 2020

PROJECTS

E-commerce Website Design Project

I've designed an intuitive e-commerce site, prioritizing client needs, user research, wireframes, visual design, responsive layout, e-commerce integration, thorough testing, and post-launch support. The result: a user-centric experience driving conversions and satisfaction.

<https://www.figma.com/file/rZchFyN3ac8blOAul52yx5/E-commerce-Website?type=design&node-id=0-1&mode=de>

Travel Website Design Project

I've crafted a captivating travel website, prioritizing client needs, intuitive design, mobile responsiveness, essential feature integration, thorough testing, and ongoing support.

<https://www.figma.com/file/kYGF21Rx7mb5ctbxA10KL/Travel-Website?type=design&node-id=0-1&mode=design>

Coffee Website Design Project

Crafted a sleek and inviting coffee website, blending modern design with user-friendly features for a delightful browsing experience.

<https://www.figma.com/file/VNSSNgOLueGoevAcN5yUZ6/Coffee-Website?type=design&node-id=0-1&mode=design>

TRAINING/CERTIFICATIONS

Complete UI/UX Design Mastery Course

2023

ZTM

UI/UX Design from Scratch

2023

Fluxacademy

AWARDS

Employee of the Month

Received Employee of the Month for exemplary contributions and dedication.

SKILLS

Communication, figma, Responsive Design, Usability Testing, Prototyping, Information Architecture, Wireframing

LANGUAGE

English, Hindi