

Asma Islam

UI/UX Product Designer & Developer

Goal-focused UI/UX Product Designer with 6+ years of experience in turning the complex problems into classic but user-first designs. Currently working at www.Zong.com.pk, and received a 95% stakeholder satisfaction and completed several projects in resourcing, IT, e-commerce, and healthcare domains.

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 Islamabad , Pakistan

Appreciations / Awards

Appreciated for achieving a Telecom product 10% before the targeted date, with expeditious team collaboration to facilitate Mobile User to services during the pandemic situation of COVID-19.

Received Award and had achieving KPIs by 85%, exceptional management skills, and goal-focused behavior.

UX Research – UX Design –UI Design – Wireframing – Ideation and Brainstorming – A/B Preference–Visual Communication Data Analysis – Usability Testing – Prototyping – Personas – User Flows – Design System – Micro Interaction – Video Animation – Design Thinking – User Center Design– Google Analytics – user research – Market Research – Usability Testing, User Behavior Analysis Creating Wireframes And Specifications – Build Storyboards Adobe Suit – Figma – Adobe XD

Front End Development Skill

HTML /CSS JavaScript , Bootstrap , WordPress , Responsive web design , FontAwesome , GitHub

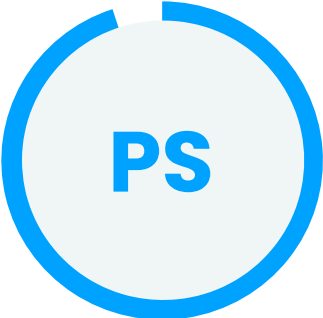
EDUCATION

- PMAS Arid Agriculture University, Rawalpindi**
Bachelor's degree, Information Technology (2013 – 2016)
- Fatima Jinnah College, Islamabad**
Information computer Science (2010 – 2012)
- Govt. High School For girls, Islamabad**
Computer sciences (2009)

Tools



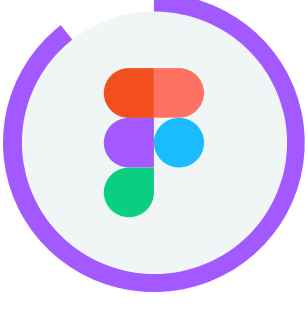
Adobe Xd



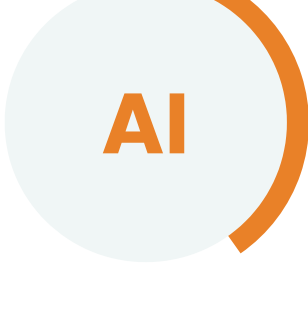
Adobe Photoshop



Adobe After Effect



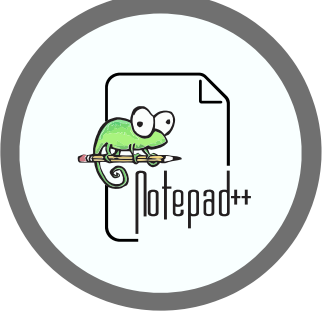
Figma



Adobe Illustrator



Zeplin



Notepad++



Sublime Text



Dreamweaver



Miro



Maze

Experiences

ZONG CMPAK
UI/UX Designer & Developer

Feb 2022 – Present

Zong Customer Support

Implemented mobile app design combines powerful user search functionality with market analysis to deliver a unique design idea. The intuitive user interface and exceptional user experience make finding what project manager looking for easier than ever before and managed cohesive design quality across. App is under design procedure and work is going on.

<https://My Zong/>

PayMAX Integration with MZA

Effortlessly manage your payments with our state-of-the-art Payment app! Send and receive payments digitally with ease. Our app features a sleek new design and user-friendly interface, providing a seamless experience for all users. Stay ahead of the curve with our app's market analysis and innovative design ideas. Keep your financial transactions secure and organized. Experience the future of payment transactions with our app's enhanced user experience. Say goodbye to the hassle of traditional payment methods and embrace the convenience of our Payment app

Commission Visibility Redesigning

In Commission Visibility is redesigned to provide an even better experience for our users. The app combines cutting-edge user search functionality with thorough market analysis to deliver the best possible design idea. Our focus on user interface and user experience means that finding what you're looking for has never been easier. We are dedicated to delivering the best possible mobile app experience and are always looking for ways to improve.

GEN-Z Hub

For the fishing of Youths and to engage them within My Zong App this app is designed and it's an ultimate entertainment hub for young people. With a focus on movies, music, sports, and news, the app is designed to keep you up-to-date and entertained on-the-go. Our team has conducted extensive market analysis to bring you a fresh and innovative design idea, with a user-friendly interface that's easy to navigate. The app's focus on user experience means that you can enjoy the latest content without any hassle. Whether you're looking for the latest sports highlights or the newest movie releases, our Youths app has got you covered.

Career Portal

To discover your dream career with our cutting-edge Career Portal web version! for staying updated on the latest job offers and new vacancies within the company. Immerse yourself in a sleek new design and intuitive user interface. Explore market analysis and innovative design ideas to enhance your job search. Experience a seamless and fulfilling job hunting journey with our app's enhanced user experience. Find employees next career move with confidence and ease. It gives control of your career journey!"

Zong Employee App

It streamlined employee management with our innovative Employee Management mobile app! Keep track of employee leaves and performance with ease. Ensure information security with our secure platform. Access the employee directory with just a tap. Our app boasts a modern design and user-friendly interface, providing a seamless experience for both employees and managers. Stay ahead of the curve with our app's market analysis and innovative design ideas. Empower your team and simplify with Employee Management app.

My Zong App Modules (Zong Postpaid Plans, Corporate Culture, CBS Revamp)

Along with the regular updation on My Zong App, I worked on few related modules too those elevate your corporate communication with our comprehensive SMS Campaign web app! Stay in touch with your clients and employees with ease. Our app features a sleek new design, intuitive user interface and cutting-edge market analysis to ensure your messages are delivered effectively. For the CBS Revamp redesigned to choose from a range of postpaid plans to suit your needs. Keep track of sent SMS, credit and view reports at your fingertips. Experience a seamless and efficient SMS marketing journey with our app's enhanced user experience. Stay ahead of the game and take your communication to the next level.

Point Of IT

UI/UX Designer & Developer

May 2021 - Feb 2022

mHospital

- mHospital Website Design & Development Including complete Branding.
- The "m-hospital.com" website prioritizes both web development and UI/UX design to offer a user-friendly platform for medical facilities. It features a professional design with consistent colors and imagery that aligns with the medical industry.
- The website includes a header, logo, and navigation menu for easy access to different sections. The focus on UI/UX includes making information easy to find, presenting it in an organized manner, and ensuring the website is responsive and accessible on all devices.
- The ultimate goal is to provide a seamless experience for users seeking information about the hospital's services, facilities, and staff.

<https://m-hospital.com/>

TLS Technologies

- The website for "tlstechno.com" has a focus on both web development and UI/UX design. It may have a modern, professional appearance with clean lines and easy navigation.
- The website has sections for products, services, and company information, as well as a header with a logo and navigation menu. UI/UX design focuses on user-friendly functionality, visual appeal, and accessibility on all devices.
- The goal is to provide a seamless experience for users seeking information about the business and its offerings while showcasing the company's technology expertise.

<https://tlstechno.com/>

Point Of IT Official website

- The website "thepointofit.com" focuses on both web development and UI/UX design.
- It's optimized for all devices with responsive design and clean aesthetic for easy navigation.
- Interactive elements enhance user experience.
- The site also includes features such as a CMS for content management.

<https://thepointofit.com/>

Highplains Computing

- "Highplains.io" website merges web development with UX/UI design.
- It's built with strong architecture to handle large traffic and data.
- The UI design is modern, attractive, with easy navigation for a smooth experience. UX design considers accessibility and usability for all users on any device.

<https://highplains.io/>

Ninesol Technology

UI/UX Designer & Developer

Oct 2017 - Apr 2021

Speak & Translate - All Languages Voice Translator

- The "Speak & Translate" app provides an effortless and seamless communication experience, regardless of the language barrier. It has a user-friendly interface and design, utilizing voice recognition technology for speech-to-text and text-to-speech functions.
- The app's interface is intuitive, with clear icons and visual cues, and a simple layout that makes it easy for users to navigate its various functions. The focus on UX and UI design elevates the overall user experience, fulfilling the app's goal of facilitating smooth communication.

<https://voice translator/>

Quran Reading

- "Quran reading website" prioritizes UX/UI design for a clear, organized layout and easy navigation. The site is optimized for all devices for optimal viewing. The design uses elements such as color, typography, and visual cues for a consistent and visually pleasing UI. The goal is to provide a comfortable and efficient platform for accessing Quranic resources.

<https://Quranreading.com/>

Interest



Browsing



Reading



Technology



Gaming