Zohaib Rafique

iamzohaibrafique@gmail.com | +92 345 592 4492 | Islamabad, Pakistan | Portfolio | LinkedIn

PROFESSIONAL SUMMARY

A visionary **UI/UX Designer, Product Designer, Web Designer, and Front-End Developer** with over 15 years of unparalleled expertise in architecting and delivering captivating, user-centric digital experiences that drive measurable business growth. I excel at translating complex user needs into intuitive, aesthetically brilliant interfaces, seamlessly bridging the gap between cutting-edge design and robust front-end development. My comprehensive toolkit includes mastery of **HTML5, CSS3, Sass, JavaScript, and ReactJS**, complemented by a proven track record in creating impactful user personas, precise wireframes, and high-fidelity prototypes. A strategic leader passionate about staying at the forefront of industry trends, I am committed to fostering collaborative environments that consistently deliver exceptional results and elevate user satisfaction.

WORK EXPERIENCE

UX/UI Designer & Front-End Developer   **Aug 2021 - Present**
Welbee | Liverpool, United Kingdom (Remote)

- Led user experience enhancements by conducting comprehensive research and designing intuitive wireframes and interfaces for a wellbeing application.
- Established and maintained comprehensive style guides and pattern libraries, ensuring consistent product interfaces and brand material alignment.
- Identified and resolved critical usability issues through heuristic evaluations, leading to product refinements that significantly improved user needs fulfillment.
- Designed and optimized engaging visuals across various devices, elevating overall user experience and cross-platform consistency.
- Conducted in-depth competitive analysis to identify emerging UX/UI trends, successfully integrating best practices into product design strategies.

UX/UI Designer   **Jun 2018 - Aug 2021**
Taaruff | Rawalpindi, Pakistan

- Developed engaging visuals optimized for diverse devices, significantly enhancing overall user experience across multiple platforms.
- Performed competitive analysis to identify and integrate leading UX/UI trends and best practices into product designs.
- Created and implemented style guides and pattern libraries, ensuring design consistency across product interfaces and branding materials.
- Boosted user satisfaction for mobile applications by developing highly responsive and visually appealing interfaces.

- Utilized wireframes, mock-ups, and prototypes to define and establish user interface design and architecture.

UI Designer   Feb 2017 - May 2018
Kodion Technologies | Islamabad, Pakistan

- Established comprehensive style guides and pattern libraries, ensuring design consistency across all company projects.

- Collaborated closely with developers to ensure seamless alignment between UI designs and overarching user experience goals.

- Leveraged WordPress to design and update websites, landing pages, and other digital assets, effectively supporting communication and marketing initiatives.

- Streamlined project workflows through enhanced collaboration among cross-functional teams, resulting in more efficient project completion.

- Championed a user-centered design approach, consistently advocating for the end-user throughout the entire development lifecycle.

Senior Web Designer   Feb 2014 - Jan 2017
Taaruff | Dubai, United Arab Emirates (Remote)

- Developed custom graphics and icons that significantly improved visual appeal and contributed to stronger brand consistency.

- Designed fully responsive websites, optimizing user experience across a wide range of platforms and devices.

- Enhanced website accessibility by integrating WCAG guidelines and industry best practices into the design process.

- Improved mobile-first responsiveness by expertly employing flexible grids and fluid layouts in web designs.

- Optimized website load times through image compression and efficient coding techniques, improving user retention.

- Redesigned outdated websites, incorporating modern design trends and best practices for improved functionality and aesthetics.

Senior Graphic & Web Designer   Dec 2012 - Feb 2014
Softnex Logix | Islamabad, Pakistan

- Designed user interfaces precisely to meet client specifications and functional requirements.

- Developed high-quality graphic and image assets for both content and digital marketing campaigns.

- Improved overall site aesthetics by implementing high-quality graphics, strategic typography choices, effective color schemes, and sound layout principles.

- Coordinated copywriting efforts and designed accompanying images to create cohesive and engaging website content.

- Optimized website performance through regular evaluations and strategic adjustments to page load times, image optimization, and code efficiency.

Graphic & Web Designer   **Jul 2011 - Nov 2012**
Payless Web Solutions | Rawalpindi, Pakistan

- Enhanced user experience by designing visually appealing and intuitive web interfaces.
- Developed custom graphics for websites, ensuring consistent branding and visual identity across all platforms.
- Implemented responsive design techniques to ensure optimal viewing across multiple devices and screen sizes.
- Designed interactive multimedia presentations to effectively communicate complex concepts during client meetings.
- Developed creative designs for print materials, brochures, banners, and signs, supporting marketing efforts.

Web Designer   **Dec 2009 - Jul 2011**
Hybrid IT Services | Rawalpindi, Pakistan

- Designed user interfaces that precisely met client specifications and project requirements.
- Developed highly engaging interactive user interfaces that complied with modern web standards.
- Developed graphic and image assets for both content and digital marketing initiatives.
- Improved overall site aesthetics through the strategic use of high-quality graphics, typography choices, color schemes, and layout principles.
- Coordinated copywriting and designed images to craft compelling website content.

Web Developer   **Jun 2008 - Dec 2009**
MIR Solutions | Islamabad, Pakistan

- Coded website functionality and features using programming languages such as ASP.Net and C#.
- Enhanced user experience by implementing responsive web design and optimizing website performance.
- Developed custom web applications, resulting in tailored solutions that met specific client needs.
- Planned and executed website development projects, converting mockups into functional web presences using HTML/CSS and JavaScript coding.
- Collaborated effectively with designers and product managers to ensure seamless integration of design and functionality.
- Migrated websites to new platforms, minimizing downtime and maintaining seamless user experiences.

SKILLS

- **UI/UX & Product Design Mastery:** User-Centered Design, Design Systems, Component Libraries, Wireframing, Prototyping (Low-fidelity & High-fidelity), Usability Testing, User Research, Competitive Analysis, Interaction Design, Visual Design, Typography, Color Theory, User Flows, Journey Mapping, Persona Development, Product Lifecycle Understanding, Design Strategy, Feature Prioritization, Iterative Design Process.

- **Front-End Development & Web Technologies:** HTML5, CSS3, JavaScript, ReactJS, Sass, Git, Responsive & Adaptive Design, Mobile-First Development, Web Standards & Best Practices, Cross-Browser Compatibility, Web Performance Optimization, SEO Principles, WCAG Guidelines (Accessibility).

- **Design & Development Tools:** Figma, Adobe XD, Adobe Photoshop, Adobe Illustrator, Adobe Premier Pro, Sketch, ProtoPie, Justinmind, Balsamiq, Axure RP, Capcut, Blender, WordPress, Shopify, Woo Commerce.

- **Collaboration & Project Management:** Cross-functional Team Collaboration, Translating Business Goals into Design Solutions.

EDUCATION

- **Computer science (Bachelor's degree)**   **Jul 2002 - Aug 2006**
  University of Central Punjab

- **Intermediate of science (ICS)**   **Jul 2000 - Mar 2002**
  Punjab College of Commerce

PROFESSIONAL CREDENTIALS

- Advance Diploma in Media Studies **(Arena Multimedia)**
- Google UX Design Professional Certificate **(Coursera)**
- Meta Front-End Developer Professional Certificate **(Coursera)**