ALEENA MURTAZA

WEBSITE DESIGNER

Sahiwal, Chichawatni | aleenaofficial40@gmail.com

SUMMARY

Results-driven Senior Web Designer with over 3 years of experience leading design teams and delivering exceptional user experiences. Proficient in various design tools and technologies, including Adobe Creative Suite and Figma. Skilled in conducting user research, wireframing, prototyping, and A/B testing to optimize website performance.

TECHNICAL SKILLS

Prototyping Tools	Interaction Design	Accessibility
User Research	Visual Design	Responsive Design
Information Architecture	Usability Heuristics	User Testing Tools

PROFESSIONAL EXPERIENCE

UX/UI Designer, XarrowAI Industries   **Feb 2021 - Dec 2023**

- Designed and optimised a robotic control system, realizing a 12% performance improvement.
- Conducted thorough testing and quality assurance to identify and resolve issues, ensuring the website met industry standards and best practices.
- Provided technical expertise and support to the development team, leading to a 15% reduction in system failures and downtime.

EDUCATION

UI Industrial Basics and General Application   **Aug 2021 - Dec 2023**
Sir Syed University

- Bachelor of Science - BS

Bachelor of Design in Process Engineering   **Aug 2019 - Dec 2021**
Sir Syed College

- B.sc

ADDITIONAL INFORMATION

- **Languages:** English, Urdu
- **Certifications:** Certified Web Professional (CWP): This certification validates your web design, development, and standards skills.
- **Awards/Activities:** Honored for designing a user-friendly and visually appealing website.