



Shazal Atiq

UI DESIGNER | DIGITAL MARKETER

Details

Islamabad

Pakistan

+92314-5588237

shazalatiq@gmail.com

Skills

Graphics Designing

UI Designing

Figma

Website Designing

Brochure Designing

Logo Designing

Wireframe Building

Social Media Marketing

Social Media Management

SEO

SM Analytical Reporting

Profile Optimization

Organic Content Creation

Instagram Marketing

Facebook Ads

LinkedIn Ads

Documenting

Research

Effective Time Management

Critical thinking and problem solving

Languages

Urdu

English

Punjabi

Hobbies

Photography

Content Writing

Cooking and Baking

Business Development

Travelling

Book Reading

Profile

Hi! I am Shazal Atiq, a highly motivated and results-oriented UI/Graphic Designer and Social Media Marketer with 3+ years of experience crafting user-centric interfaces, impactful visuals, and engaging social media campaigns. I have a proven ability to translate design concepts into high-quality graphics and layouts that elevate brand identity, enhance user experience, and drive audience engagement. Currently pursuing an ACCA qualification, demonstrating a commitment to continuous learning and professional development.

Employment History

UI Graphic Designer, Jemware Pvt Ltd, Islamabad

Jun, 2017 - Aug, 2023

- Designed and developed user interfaces for web and mobile applications, ensuring a seamless and intuitive user experience.
- Created high-quality graphics and illustrations that aligned with brand identity and marketing goals.
- Conducted user testing and gathered feedback to refine designs and improve usability.
- Collaborated with developers to ensure successful implementation of designs.
- Designed and developed user interfaces for web and mobile applications, ensuring a seamless and intuitive user experience.

Graphic Designer, MXITS, Adelaide (Remote)

Jan, 2022 - Present

- Provided UI/Graphic design services to a diverse international clientele, including prominent companies like Mxits, Imimik, Adelab Scientific, and Lincoln Wealth.
- Developed and executed creative strategies for a range of projects, such as designing user interfaces for mobile applications, creating visually compelling marketing materials (sales brochures, flyers, social media graphics), and conducting market research & analysis to inform design decisions.
- Cultivated client relationships, ensuring clear communication and exceeding expectations on deliverables.

Social Media Marketer, Specter Financial, Adelaide (Remote)

Jan, 2022 - Present

- Partnered with other departments such as sales or PR to align messaging efforts across different company touch points.
- Increased brand visibility by creating and implementing targeted social media campaigns.
- Researched and identified new opportunities for increasing company's social media presence.
- Trafficked advertisements to target audience using specific algorithms for focused exposure.
- Provided comprehensive marketing services to a diverse international clientele, including prominent companies like, Specter Financial, Adelab Scientific, MXITS and etc.
- Developed and executed creative strategies across Social Media Marketing. This included creating visually compelling marketing materials (sales brochures, flyers, social media graphics), conducting market research & analysis to inform design decisions, and crafting engaging social media content calendars, managing various platforms, and analyzing campaign performance.



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Education

ACCA, Skans School of Accountancy, Islamabad

Apr, 2022 - Present

Pursuing the ACCA qualification to gain a comprehensive understanding of business and financial principles, further enhancing problem-solving skills and strategic thinking within the design and marketing fields.

HSSC, HSSC, Islamabad

Nov, 2018 - Jul, 2021

I have completed my Higher Secondary School Education in 2021, privately. Due to some financial issues, household problems, and work commitments, I was forced to pursue my studies privately.

SSC, Privately, Islamabad

Mar, 2016 - Aug, 2018

I have completed my Secondary School Education in 2018, privately. Due to some financial issues, household problems, and work commitments, I was forced to pursue my studies privately.

Courses

UI Designing Master Class, GFX Mentor

Apr, 2022 - Dec, 2022

UI Designing, Coursera

Feb, 2022 - May, 2023

Digital Marketing Master Class, Digital Dastak

Jan, 2024 - Apr, 2024

Social Media Marketing, NS Training

Apr, 2021 - Jun, 2021

Internships

Social Media Marketer, Kasama Marketing, Islamabad

Jan, 2022 - Jun, 2023

ACCA Trainee, MIA, Islamabad

Jul, 2022 - Present

UI Designer, CHI, Islamabad

Oct, 2022 - Mar, 2023

UI Designer | Social Media Marketer, BSNS, Islamabad

Oct, 2021 - May, 2022

References

Atiq Ahmed Tahir, Jemware Pvt Ltd, CTO

atiqatahir@gmail.com

0315-4064404

Shameem Tahir, Jemware Pvt Ltd, CEO

shameemtahirl@gmail.com

Ahmed Hassan Chaudry, CHI, CTO

0314-5588238

General Notes

Open to Freelance Work

Portfolio Available Upon Request

Strong References Available

Software Proficiency

UI/UX Experience