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## I'm Danish Fareed—UX/UI Designer crafting clean, functional designs that solve real problems across all platforms, while delivering a unique and memorable user experience.

I've spent the last **5+ years** honing my craft in UX/UI design— my passion lies in blending creativity with functionality, ensuring each project not only looks great but also offers an intuitive, engaging user experience. I take pride in adapting to new challenges and thrive on turning complex concepts into streamlined designs.



**Danish Fareed**

Product & UI/UX Designer

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### CAREER HIGHLIGHTS

Freelance Design Experience:

As a freelance designer, I developed a deep understanding of design and client collaboration. I cultivated meaningful and long-lasting relationships with all clients. I was dedicated to ensuring complete alignment with each client's unique needs, be it immediate needs or future needs. Key accomplishments include:

But also:

- Building strong, long-lasting client relationships by understanding and aligning with their unique visions and goals, both immediate and future-focused.
- Creating customized user flows and design solutions that precisely matched each client's needs.
- Leading creative problem-solving and strategic planning sessions with cross-functional teams, including clients and ITcurves.
- Communicating design needs effectively to developers and collaborating closely to ensure cohesive project execution.

### FROM THE CAREER ARCHIVES

#### Lead UI/UX Designer | IT-curves | 2021 - Continued

In this role, I established and refined the Product Design function, contributing to the overall success of the organization by:

- Pioneered the development of a structured, scalable design process that significantly improved workflow efficiency and communication across departments.
- Facilitating innovation through ongoing strategic sessions, improving the company's product offerings and client satisfaction.

#### Graphic Designer | Freelancer | 2019- Continued

- Created and refined user flows, wireframes, and prototypes to deliver bespoke design solutions that aligned with each client's unique business goals and target audience.
- Fostered strong, trust-based partnerships by consistently delivering high-quality work.

### SKILLS

### DESIGN TOOLS

### PROGRAMMING

Interactive Designs

**Figma** (Expert)

**HTML/CSS** (Expert)

Strategic Design Thinking

**Adobe Suite** (Advanced)

**Tailwindcss** (Advanced)

Cross-Functional Collaboration

**Corel-Draw** (Advanced)

**Javascript** (Intermediate)

User Research & Testing

**Microsoft Word** (Advanced)

Typography

**Blender** (Intermediate)

## NOTABLE PROJECTS & ACHIEVEMENTS

### RAMBLE | Branding, Website and Mobile App Design | Jun 2024 - Oct 2024

- Spearheaded the design of the company's flagship product, collaborating with cross-functional teams to integrate new features based on client feedback.
- Developed a structured communication system between design and development, resulting in a **15% reduction** in project turnaround time.
- Played a key role in strategic planning sessions, directly contributing to a **20% increase** in client retention through improved user interfaces and satisfaction.

### HorizonGo | Website and Mobile App Redesign | Feb 2024 - May 2024

- Collaborated with HorizonGo's team to redesign both their website and mobile app interfaces, significantly improving user experience and driving a **20% increase** in organic traffic.
- Led comprehensive user research initiatives to identify customer pain points, directly informing the creation of intuitive user flows that addressed key usability challenges.
- Delivered high-fidelity prototypes and innovative design solutions that resulted in a **25% increase** in user engagement within the first three months post-launch.

### DEI Directive | Admin Dashboard Redesign | Sep 2023 - Jan 2024

- Led the complete redesign of DEI Directive's Admin Dashboard, focusing on enhancing usability and streamlining operations for administrative users.
- Conducted in-depth user research and stakeholder interviews to gather insights on current pain points, translating findings into actionable design improvements.
- Created wireframes, prototypes, and high-fidelity designs that improved dashboard navigation and reduced task completion times by **30%, enhancing overall user efficiency.**
- Introduced data visualization tools to simplify complex datasets, providing admins with more intuitive access to important metrics and reporting functionalities.
- Collaborated with developers throughout the design implementation process, ensuring smooth transitions from design to development while maintaining design integrity.
- Post-launch analytics indicated a **20% reduction** in support tickets related to dashboard usability and a **15% increase** in user satisfaction.

### MH-Parks | Branding, Website, and Dashboard Design | Aug 2023 - Sep 2023

- Developed brand identity including logo and visual guidelines.
- Redesigned the website for better user experience and mobile responsiveness, leading to increased user engagement.
- Created an admin dashboard to streamline operations, improving efficiency by **25%.**

## EDUCATION

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The University of Lahore

**BS-Computer Science** ( BSCS )

Oct. 2022 – Expected Graduation: June 2025

DigiSkills

**Graphic Design** Certificate

Mar. 2019 – Jun. 2019