

# HASEEB AHMED

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## PROFESSIONAL SUMMARY

**Computer Science Graduate with 3 years of experience as a Figma UX/UI Designer and WordPress Developer**, delivering high-quality, user-centered designs for international clients — all rated 5 stars. I bring a strong portfolio of successful web design projects, showcasing my ability to combine aesthetics with functionality. In addition to UX/UI, I also have hands-on 6 years of experience as a **Video Editor and Graphic Designer**, offering a well-rounded creative skill set. Passionate about designing intuitive digital experiences and now actively seeking new job opportunities.

## EDUCATION

**Bachelor's degree, Computer Science | COMSATS University Islamabad | Pakistan | Sep 2021-June 2025**

**Relevant Courses:** Human Computer Interaction, Software Engineering Concepts, Web Development, App Development.

## SKILLS

- **Technical:** UX/UI Design, Web Development, Web & Mobile Interface Design, User-Centered Design, Theoretical User Experience Knowledge, Design Systems, Prototyping, Wireframing, Responsive Design, Lottie Animation, Branding, Graphic Design, Motion Graphics, Video Editing, Creative Direction.
- **Tools:** Figma, WordPress, Shopify, Adobe Illustrator, Adobe Premiere Pro, Adobe After Effects, CapCut, Canva, Slack, Trello.
- **Soft Skills:** Leadership, Creative Thinking, Problem Solving, Project Management, Communication, Collaboration, Presentation, Visual Storytelling, Time Management, Team Building, Decision Making.

## EXPERIENCE

**UX/UI Designer & Video Editor | IRG Global | Jan 2026 – Present**

- Designed and delivered **user-centered** web and mobile **user experience and interfaces** using Figma, following **usability principles, accessibility standards, and modern UI** patterns.
- Led end-to-end **brand identity** development from scratch, including logo systems, color palettes, typography, and visual guidelines aligned with **business objectives**.
- Established scalable **design systems** and **reusable UI components** to maintain consistency across products, platforms, and marketing assets.
- **Defined** and **strategized** brand voice, visual direction, and design language to strengthen brand positioning and ensure cohesive communication.

- **Created** high-quality promotional, marketing, and corporate videos using Adobe Premiere Pro, After Effects to support **branding and growth** initiatives.
- **Collaborated** cross-functionally with stakeholders and internal teams to translate business requirements into **effective design solutions** and engaging visual content.

#### **Business Development Representative | We Dispatch Logics | Dec 2025**

- Conducted high-volume outbound **sales calls** to trucking carriers across the USA, promoting dispatching services and building strong client rapport.
- Demonstrated excellent **English communication skills**, negotiation ability, and confidence while handling U.S.-based clients.
- Developed a solid understanding of logistics sales processes, lead qualification, and customer conversion techniques in a fast-paced environment

#### **Co-Founder & CEO | AW Digital Solutions | Aug 2024 – May 2025**

- Co-Founded and scaled a digital agency that served **50+ international clients** across real estate, legal, automotive, and e-commerce sectors.
- Led cross-functional teams in graphics and web design and development (7+ team members).
- Successfully outsourced and managed **over 10 projects**, ensuring on-time delivery and adherence to budget constraints while maintaining high client satisfaction.
- Oversaw **100+ client projects**, ensuring on-time delivery, quality assurance, and 5-star satisfaction across platforms.
- Directed growth strategy, operations, and creative direction — increasing monthly revenue by **50%** before closure.
- Mutually closed the agency to pivot into new strategic ventures.

#### **Graphics and Web Team Leader | AW Digital Solutions | April 2024 – Aug 2024**

- **Supervised a team** of 2 designers and 3 developers; led end-to-end delivery of branding and web projects for clients under deadline and budget.
- Implemented streamlined workflows via Trello, increasing project efficiency by **40%**.
- **Mentored** 2 junior designers, 3 wordpress developers and 1 video editor and led weekly design reviews to maintain consistent quality and innovation.

#### **Freelancer | Fiverr and Upwork | Jan 2020 – Present**

- Delivered **100+ projects** in UX/UI design, video editing, and graphic design with a consistent **5-star rating**.
- Designed intuitive interfaces using Figma and Adobe tools — focused on conversion optimization and user experience.

- Maintained long-term client relationships, with 50%+ repeat clients and referrals.

## PROJECTS

### Script Scout | COMSATS University Islamabad | May 2024 – May 2025

Final Year Project

- Web application designed to optimize the video editing process by automating the gathering of relevant content used to make a video based on a provided script.

### AW Digital Solution Web Design | Jan 2025

Personal Project

- [AW Digital Solution](#), Created a full-service agency portfolio website in Figma to showcase and market graphic design, branding, and web solutions.

### Easybrand Web Design | Sep 2024

Personal Project

- [Easybrand](#), Designed a high-converting agency portfolio website in Figma and built in WordPress Divi to promote the client's web design and development services.

### Bookey Web Design | Feb 2025

Personal Project

- [Bookey](#), Designed a professional website in Figma for a legal consultancy, focused on generating leads for advocate services.

### Dutch1000 Web Design | Nov 2024

Personal Project

- [Dutch1000](#), Designed a bold and energetic website in Figma and built in WordPress Divi for a motorcycle enthusiast community, focused on promoting events and long-distance rides across the Netherlands.

### Lease Financieel Web Design | May 2024

Personal Project

- [Leasefinancieel](#), Developed a modern UI in Figma for a car leasing website, designed to enhance user flow and maximize lead conversion.

## EXTRACURRICULARS

- Media Team Lead | MLSA COMSATS University | Attock Campus | January 2024 – January 2025
- Media Team Member | CLADS COMSATS University | Attock Campus | Jan 2024 – June 2024
- Back-End Team Member | GDSC COMSATS University | Attock Campus | Oct 2023 – June 2024

## LANGUAGES

- Urdu (Native)
- English (Fluent)