

Maimoona Yasin

Product Designer, UI/UX Designer

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PROFESSIONAL SUMMARY

Skilled UI/UX designer and product strategist with a proven track record of delivering user-centric designs and enhancing digital experiences. Experienced in EdTech, MIS, ERP, and e-commerce platforms, with expertise in prototyping, wireframing, and design systems. Adept at collaborating with cross-functional teams to align business objectives with user needs. Proficient in Figma, with a passion for creating intuitive digital products that drive user satisfaction and business success.

PROFESSIONAL EXPERIENCE

UI/UX ENGINEER | ARVO (Punjab Group)

(January 2025 – Present) - Lahore, Pakistan

- Collaborate within the EdTech domain to define product strategies and create user-centered designs.
- Utilize Figma to develop intuitive UI/UX designs, ensuring cohesive user experiences across platforms.
- Coordinate with cross-functional teams to translate business requirements into impactful designs.
- Optimize design handoffs to developers, reducing inconsistencies and ensuring seamless implementation.

PRODUCT DESIGNER | DEVSINC

(January 2024 – October 2024)

- Designed and enhanced the Management Information System (MIS) for HR operations, streamlining workflows and improving efficiency.
- Developed interactive prototypes to accelerate development cycles and align team understanding.
- Conducted design reviews to ensure adherence to UX principles and organizational standards.
- Created a cohesive design system, reducing redundancy and improving design consistency.

UI/UX DESIGNER | SeeBiz Pvt Ltd

(March 2022 – September 2022)

- Led the design of ERP and e-commerce platforms, improving usability and engagement.
- Conducted competitor analysis and developed wireframes to define and enhance user experiences.
- Researched image compression and search query optimizations, boosting system performance.
- Collaborated with development teams to ensure consistency across web and mobile platforms.

ASSOCIATE UX DESIGNER | Tkxel

(January 2012 – December 2022)

- Delivered 14 projects in 8 months, showcasing design efficiency and effectiveness.
- Created detailed wireframes to streamline client communication and enhance user satisfaction.
- Designed mobile apps and web portals for startups and corporates such as Total Parco.
- Established scalable design processes to improve collaboration and project outcomes.

JUNIOR UI/UX DESIGNER | CheckUX

(March 2021 – March 2022)

- Conducted thorough research, wireframing, and prototyping to drive usability improvements.
 - Planned and conducted usability tests, gathering insights into product refinement.
 - Managed CheckUX's social media presence, increasing brand visibility and engagement.
 - Developed detailed case studies to display project successes and strengthen client trust.
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AWARDS & ACHIEVEMENTS

- **Above And Beyond Certificate** | DEVSINC

Issued: March 2023

Recognized for introducing new processes in the Management Information System (MIS) project and delivering exceptional performance.

KEY SKILLS

- **Design Tools:** Figma, Adobe XD
 - **Specializations:** UI/UX, Prototyping, Wireframing, UX Audits, Usability Testing, Responsive Design
 - **Research & Strategy:** User Research, Business Analysis, Design Thinking
 - **Domains:** EdTech, FinTech, Crypto, MIS, HRMS, ERP, Oil & Gas, E-commerce
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EDUCATION

- **Masters in computer science** | June 2019

National College of Business Administration & Economics

CERTIFICATIONS

- **Foundations of User Experience (UX) Design** | Google

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ACTIVITIES & INTERESTS

Motorcycling | Music