Asad Ahmad

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Experience

Prizma.digital
Team Lead
Feb 2024, Present, Lahore PK

- Led the UX/UI design team onsite at Prizma Studio, driving the development of innovative and visually compelling user interfaces using Figma and Webflow.
- Fostered a collaborative environment within the studio, ensuring effective communication and seamless coordination among team members to meet project deadlines and exceed client expectations.
- Actively participated in client meetings and design reviews, providing expert insights and feedback to align design solutions with client goals, ultimately enhancing project outcomes and client satisfaction.

Enigma Ai
Team Lead
Jan 2023 - Feb 2024, Lahore PK

- Led a team of web designers as Senior Web Designer and Team Leader at Enigma AI for 1.5 years, driving the conceptualization and execution of innovative web design projects.
- Leveraged expertise in user-centric design principles and emerging web technologies to create visually stunning and user-friendly interfaces, resulting in enhanced user engagement and satisfaction.
- Played a pivotal role in project management, overseeing the entire design process from conception to delivery, while effectively coordinating with stakeholders to ensure alignment with project goals and timelines.

Cyber Avanza
Graphic Designer (Remote)
Jan 2019 - Sep 2022, Lahore PK

- Spearheaded diverse graphic design projects remotely for Cyber Avanza, utilizing expertise in logo design, brand strategies, stationary designs, and other branding initiatives.
- Demonstrated versatility by conceptualizing and executing compelling visual assets to enhance brand identities, ensuring alignment with client objectives and market trends.
- Collaborated effectively with cross-functional teams to deliver high-quality design solutions within established timelines, contributing to the company's reputation for innovation and excellence in graphic design services.

Education

Government College University (GCU), Lahore
2020 - 2023, Lahore

ADP - CS, Computer Software Engineering
Specialized in Computer Software Engineering during my ADP CS program.

Superior College
2018 - 2020, Lahore

ICS, Intermediate in Computer Science
Completed Intermediate in Computer Science (ICS) with a focus on foundational computing principles.

Skills

Design Tools
Figma, Framer, Adobe XD, Adobe Creative Suite, Webflow, Illustrator, Photoshop

Design Methods
User research, user flow, journey mapping, wire-framing, low-fidelity Prototypes, user testing

Prototyping
HTML/CSS, Blender

License & Certification

Google UX Design
Coursera - 2023
Credential ID: DQ2WFFSQ25UM

Build Wireframes and Low-Fidelity Prototypes

Google UX Design
Coursera - 2023
Credential ID: NYHJNG7GXHZB

Start the UX Design Process: Empathize, Define, and Ideate

Google UX Design
Coursera - 2023
Credential ID: EA4E46B5MPR5

Designing a Low Fidelity Prototype in Figma

Google UX Design
Coursera - 2023
Credential ID: 3D5FQBSEKZUW

Foundations of User Experience (UX) Design