

# Muhammad Ahmer

UI/UX Designer & Front-End Developer

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## SUMMARY

UI/UX designer and front-end developer with a strong focus on usability, clarity, and real-world problem solving. Experienced in turning complex ideas into intuitive interfaces through research, structured thinking, and clean execution. Comfortable across the full design flow from user insights and wireframes to high-fidelity UI and responsive implementation.

## TECHNICAL SKILLS

**Languages:** C++, Python, JavaScript

**Web:** HTML, CSS, Tailwind, Bootstrap

**Core CS:** OOP, Data Structures, Algorithms

**Design & Tools:** Figma, Framer, Adobe XD, Canva, Git, GitHub

## EDUCATION

### BS Computer Science

Expected Graduation: 2027

Iqra University, Islamabad

## EXPERIENCE

### UI/UX Designer & Front-End Developer – Academic & Freelance

Jul 2024 – Present

IQRA University, Islamabad

- Developed fully responsive websites and e-commerce interfaces using HTML, CSS, and JavaScript.
- Translated design mockups into production-ready code with a focus on cross-browser compatibility and performance.
- Designed and developed various projects with intuitive user flows, clear information hierarchy, and visually appealing layouts.

### UI/UX Design Intern – Heisencorps

Aug 2025 – Oct 2025

Rawalpindi, Punjab-Pakistan

- Designed and delivered high-fidelity interactive prototypes for web and mobile platforms, improving task success rates during usability tests.
- Built a scalable design system with reusable components and style guides, cutting design-to-development handoff time.
- Ensured WCAG 2.1 AA compliance and integrated ARIA labels, making interfaces accessible to a wider audience.
- Conducted moderated usability sessions and synthesized feedback into actionable design refinements.
- Collaborated with developers to implement responsive, modular front-end components.

### UI/UX Design Intern (Remote) – DecodeLabs

Apr 2026 – May 2026

Lucknow, Uttar Pradesh-India

- Performed heuristic evaluations and user interviews to pinpoint friction points, leading to streamlined navigation flows.
- Created wireframes and interactive prototypes for two core mobile applications, validated through A/B testing.
- Optimized layout hierarchy and micro-interactions, increasing perceived usability and task completion clarity.
- Maintained consistency via a centralized component library and style documentation.

## SELECTED PROJECTS

### UI/UX DESIGN & FRONT-END DEVELOPMENT

#### Scentsory – Front-End E-commerce Experience

HTML, CSS, JavaScript

- Developed a responsive e-commerce interface with dynamic cart, product filtering
- Integrated an interactive chatbot to guide users through product discovery and decision-making
- Built an interactive perfume customization feature with guided user input
- Simulated complete user flow including discovery, customization, and order tracking

### UI/UX DESIGNS & CASE STUDIES

#### ServeMe – Service Marketplace

Figma, Adobe, Framer

- Designed a two-sided marketplace enabling users to browse services or post custom jobs
- Introduced a persistent “Post a Job” flow to remove rigid category limitations
- Reduced booking flow from 6 steps to 3, improving task completion efficiency
- Improved task success rate through simplified booking flow and clearer UX decisions

#### CampusGo – Student Ride Booking

Figma, Adobe XD

- Designed an AI-based ride booking system with smart route matching for students
- Introduced safety-focused features including female driver preference and ride-sharing controls
- Reduced booking flow from 5 steps to 3, improving usability and speed

#### SmartWrite – AI Content Writing Tool

Figma, Adobe XD

- Designed an all-in-one writing workspace combining generation, editing, and export
- Reduced dependency on multiple tools by integrating formatting and export features
- Created a clean, distraction-free editor improving writing efficiency

## CERTIFICATIONS

- Professional UX Design Certificate – Microsoft
- HTML, CSS & JavaScript for Web Developers – Johns Hopkins University
- Python Data Structures – University of Michigan