Muhammad Usama Afzal

UI/UX Designer | Graphic Designer

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LinkedIn | Dribbble | Behance | Portfolio

PROFESSIONAL SUMMARY

Senior UI/UX Designer with 10+ years of experience designing intuitive, user-centered interfaces for mobile apps, web applications, and complex dashboards. Equally skilled as a Graphic Designer, delivering trend-driven visual content across both digital and print media. Known for consistently on-time delivery without compromising design quality, a strong sense of ownership, and a track record of taking on challenging projects that others hesitate to tackle. Experienced in leading design efforts end-to-end, from concept through final execution.

CORE SKILLS / TOOLS

Design Software: Figma, Adobe XD, Sketch, Adobe Photoshop, Adobe Illustrator, Adobe InDesign

UI/UX Skills: Wireframing, Prototyping, User Research, Usability Testing, Design Systems, Responsive Design, Interaction Design, Information Architecture

Graphic Design Skills: Branding & Brand Identity, Print Design, Social Media Design, Typography, Layout Design

Video Editing: Adobe Premiere Pro, Canva, ClipChamp, Motion Graphics, Basic Video Editing

Leadership & Collaboration: Team Leadership, Project Management, Client Communication, Design Reviews & QA, Cross-functional Collaboration

WORK EXPERIENCE

Senior UI/UX Designer — OTOKO *Onsite | Jul 2026 – Present*

- Designed and delivered the project website, product dashboard, and admin dashboard in 2–3 months against a deadline of around 6 months
- Owned UI/UX design across the website and both dashboards as Senior UI/UX Designer, delivering a polished, production-ready experience well ahead of schedule

Senior UI/UX Designer — Cognitive IT Solutions *Remote | Jan 2024 – Jul 2026*

- Led a cross-functional team of 12 members (4 designers, 8 marketing professionals), overseeing UI/UX design and visual content strategy across all active projects
- Managed end-to-end design lifecycle for mobile apps, websites, and complex CRM dashboards — from requirement gathering (SRS documentation) and wireframing through final UI/UX design and quality assurance testing
- Defined core visual identity for each project, including logo design, color theory, and typography systems, ensuring brand consistency across platforms
- Designed daily social media content across formats, including static posts, video reels, and video ad creatives for paid campaign use
- Collaborated with marketing and development teams to ensure design deliverables align with project timelines and business goals
- Conducted design QA and usability testing to ensure a polished, error-free final product before deployment

Senior UI/UX Designer — Urgesol *Faisalabad, Pakistan | March 2017 – Jan 2024*

- Directed all design projects end-to-end, from initial concept and wireframing through final UI/UX design and delivery
- Designed and delivered UI/UX for mobile apps, websites, and dashboard interfaces across multiple client projects

- Defined visual identity foundations for projects, including logo design, color palettes, and typography
- Created social media graphics and marketing visuals (static posts) to support client campaigns
- Took full ownership of design direction within a growing startup environment, helping establish consistent design standards and workflows as the company scaled
- Collaborated closely with development and marketing teams to ensure design deliverables met project timelines and client expectations

Junior Graphic Designer — Logico *Faisalabad, Pakistan | Feb 2016 – March 2017*

- Designed logo concepts for client logo design contests, delivering multiple creative directions per project
- Produced print media designs, including marketing and promotional materials for various clients
- Built a strong foundation in branding fundamentals, typography, and client-focused design work
- Gained early experience translating client briefs into polished visual concepts under project deadlines

Freelance Graphic & UI/UX Designer — Self-Employed *Remote | June 2015 – Present*

- Delivered end-to-end design projects for international clients across mobile app, web, and graphic design domains, independently managing several large-scale projects from concept to completion
- Continuously expanded expertise by working across diverse industries and project types, staying current with evolving design tools, software updates, and market trends
- Built long-term client relationships through consistent, high-quality delivery, leading to repeat projects and referrals across global markets
- Balanced freelance commitments alongside full-time roles, reflecting strong time management and adaptability across simultaneous projects

EDUCATION

Bachelor of Science in Computer Science — Govt College University, Faisalabad *2012 – 2016*
Faisalabad, Pakistan

PORTFOLIO / SELECTED PROJECTS

AI Pro Resume — *AI-Powered Resume Builder (Web App)*
Led end-to-end design from concept to deployment, including logo, brand theme, website UI/UX, and admin dashboard, using Figma. Currently live and actively used by users to generate resumes.

Therapy Dock — *Mobile App (Healthcare / Telehealth)*
Designed a mobile app connecting patients with therapists through AI-based matching, based on user-submitted needs. Owned full design lifecycle from wireframing through final deployment.

RLM Nexus — *Brand Identity for Commercial Real Estate*
Developed complete brand identity for an under-construction commercial building, including logo design, stationery, and comprehensive brand guidelines.

Hire On — *Dashboard Design for Employment Agency*
Designed a comprehensive dashboard enabling agencies to track job postings, candidate pipelines, company-candidate links, and rate management — streamlining end-to-end recruitment operations.