



Maisam Abbas

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ABOUT ME

I am a UI/UX designer with 5 years of experience designing user-focused digital products across the UK, UAE, and Pakistan. Skilled in user research, wireframing, prototyping, and usability testing, I create seamless experiences that boost engagement and satisfaction. With expertise in Figma and Adobe Creative Suite and a software engineering background, I combine creativity and technical skills to deliver impactful, user-friendly solutions.

WORK EXPERIENCE

KNIGHT CASTLE REAL ESTATE – DUBAI, UNITED ARAB EMIRATES

LEAD UI/UX DESIGNER – 1/3/2025 – CURRENT

Enhanced user interfaces for high-profile projects, increasing engagement by 20%. Established a comprehensive design system, reducing design cycles by 30%. Conducted usability testing to inform actionable design improvements.

IQRAHUB MEDIA STORY – DUBAI, UNITED ARAB EMIRATES

LEAD UI/UX DESIGNER – 1/11/2024 – 3/1/2025

- Played a key role in building the design foundation of an Iqrahub Media story, crafting user interfaces that boosted early user engagement and satisfaction by 20%.
- Created a robust design system from scratch, cutting design time by 30% while maintaining visual and functional consistency across all products.
- Led user research and usability testing initiatives, turning real user feedback into impactful design decisions.
- Collaborated closely with founders, developers, and marketers to align design strategy with business goals, fostering a highly productive startup culture.
- Delivered innovative and scalable design solutions by staying ahead of industry trends and startup best practices.
- Adapted quickly to changing requirements and lean workflows, thriving in the fast-paced nature of a startup environment.

SWITCH DRIVERS – REMOTE, UNITED KINGDOM

UI/UX DESIGNER – 1/12/2023 – 1/11/2024

- Enhanced user interfaces, boosting engagement and satisfaction by 20%.
- Developed a design system, reducing design time by 30% and ensuring UI consistency.
- Conducted user research and testing, translating feedback into actionable improvements.
- Collaborated effectively with cross-functional teams, fostering a productive environment.
- Provided innovative design solutions, incorporating industry trends and best practices.
- Excelled in fast-paced environments, adapting to project specifications and deadlines.

WHITE PAPER ALLIANCES IT SERVICES – DUBAI, UNITED ARAB EMIRATES

UI/UX DESIGNER – 6/10/2022 – 3/11/2023

I work on many different projects as a UX and UI Designer, including regional projects and other graphic design-related duties. I worked with a group of developers to explain the design system and its functionality while finishing over 20 medium- and large-sized projects.

360 ELEARNING – ISLAMABAD, PAKISTAN

USER INTERFACE DESIGNERS – 1/11/2021 – 1/4/2022

As an instructional designer, I develop layouts based on my understanding of layout principles and aesthetic design principles, collaborating with a team of four designers to deliver integrated design solutions.

ELOCRAFTS – ABBOTTABAD, PAKISTAN

GRAPHIC DESIGNER UI UX DESIGNER – 1/8/2018 – 1/5/2019

Elocraft UX and UI Designer with intermediate skills who works on product design, apps, and websites. I created the advertisement for the top-selling item, which came in at number one in 2018.

To develop my skills in graphic design and UI/UX for websites and apps, I started working as an intern. gaining knowledge of different graphic design methodologies and user experience-based design principles

EDUCATION AND TRAINING

5/3/2018 – 15/3/2022 Abbottabad, Pakistan
BACHELOR OF SCIENCE IN SOFTWARE ENGINEERING Comsats University Islamabad Abbottabad Campus

Website <https://www.cuiatd.edu.pk/> | Level in EQF EQF level 6

LANGUAGE SKILLS

Mother tongue(s): URDU
Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C1	C1	B2	B2	C1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

PROGRAMMING SKILL

Python, Numpy, Pandas, Pytorch, Jupyter

Tweet Sentiment Analysis using Artificial Intelligence and Machine Learning:
People these days go through difficult situations that can alter their perspective. Social pressure, insecurities, injustice, depression, etc. can have a very negative impact on people. They can become suicidal, develop religious extremism, etc. People share their feelings and views online; they feel free to share anything due to anonymity. By monitoring, we cannot just identify such accounts and people but also prevent some serious and disastrous events.

SKILLS

Figma & Adobe XD | User Interface / User Experiences | UX Design (interaction, wireframing, prototyping, user research, IA) | create website wireframe | App design | Adobe Photoshop (basic elements) | Adobe Illustrator | Microsoft Office | Wireframe Mockups | create prototype of user experience solutions