Heba Qaisar

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WORK EXPERIENCE

Property Wallet   **Karachi, Pakistan**
Ui/Ux Designer   *May 2024 - Dec 2024*
- Designed intuitive user interfaces for **Venture Plus**, **Decent Group**, and **Daftar Plus**, ensuring optimal user experiences.
- Utilized **Figma** to create high-fidelity wireframes, prototypes, and animations employing variables, moodboards, and reusable components for efficient design workflows.
- Customized icons and illustrations using **Adobe Photoshop**, enhancing visual consistency and brand identity.

Freelance   **USA, Remote**
UI/UX Designer   *Feb 2022 - Present*
- Over 2 years of experience as a freelance UI/UX designer.
- Collaborated with clients from the USA, Nigeria, UAE, and Pakistan.
- I worked on various projects, including mobile apps, websites, landing pages, and desktop applications.
- Projects span the e-commerce, skincare, travel, gaming, online shops, food services, and fashion industries.

Freelance   **USA, Remote**
Graphic Designer   *Aug 2022 - Present*
- Crafted social media posts, banners, and cards for clients in the USA to enhance their online presence.
- Designed logos and brand identities to elevate the company's profiles and attract target customers effectively.

PORFOLIO WEBSITE

https://hebaqaisar.netlify.app/

RECENT PROJECTS

VenturePlus   **Karachi**
Ui/Ux Designer   *May 2024 - Dec 2024*
- Crafted visually dynamic **dashboards** and **websites** for **Venture Plus** using **Figma**, seamlessly blending functionality with animations to deliver engaging and intuitive user experiences.

Scooter's Coffee   **USA, Remote**
Desktop and mobile app   *Apr 2024 - May 2024*
- I developed a website and a mobile application tailored for employee management and job hiring purposes for Scooter's Coffee, a company based in the US, using Figma and Adobe Illustrator.

Cosmic AI   **USA, Remote**
Social media posts   *Feb 2024 - Feb 2024*
- I designed approximately 16 social media graphics for Cosmic AI, primarily used for client management and communication purposes, along with the brand identity and 3 variations of the logo.

LEADERSHIP EXPERIENCE

Fiverr and Behance
Freelance
- As an independent freelancer, I effectively manage all my projects and maintain daily communication with clients. My priority is to ensure timely project completion and client satisfaction with the delivered product.

EDUCATION

UIT University, NED   **Karachi, Pakistan**
Bachelor of Science in Software Engineering

ISP, Kuwait   **Kuwait**
Pre-Engineering

SKILLS

Technical Skills :	Figma, Adobe XD, Adobe Illustrator, Adobe Photoshop, user research, Prototyping, wireframing, user experience, responsiveness, Design Systems, components, variables, design trends, user interface, Graphic design, social media posts, animation, usability testing, html, css, javascript, front end

| **Soft Skills** | : | Communication, time management, presentation, story telling, Visual communication, problem-solving mindset |

Interests: Reading, Journaling, Gaming, Data Science, Art

PORTFOLIOS

Behance: https://www.behance.net/hebaqaisar

Github: https://github.com/hebaqaisar

Fiverr: https://www.fiverr.com/hebaqaisar

Dribble: https://dribbble.com/hebaqaisar