

Usama Zahid

Senior UI/UX Designer · Brand Identity · Motion Design

usamazahidxyz@gmail.com · +92 321 8870144 · Lahore, Pakistan

usamazahid.design · [Behance](https://www.behance.net/usamazahid) · [LinkedIn](https://www.linkedin.com/in/usamazahid) · [Dribbble](https://www.dribbble.com/usamazahid)

PROFESSIONAL SUMMARY

Senior UI/UX Designer and Brand Strategist with 6+ years delivering digital products, brand identities, and motion design for startups, agencies, and established businesses across Pakistan, Qatar, UAE, and Australia. End-to-end design ownership: user research, wireframing, prototyping, design systems, and Figma handoff. Bridges design and development with working knowledge of HTML, CSS, Tailwind, and Next.js. Key results: -46% invoice processing time (Petrozen ERP), -54% booking abandonment (Strong Rental Cars Qatar), 200K+ video views (Growth Marvels). Open to Senior Designer, Creative Lead, and remote product design roles.

EXPERIENCE

Senior UI/UX Designer

2024 – Present

Pakalign Studio · Lahore, Pakistan

- Lead end-to-end UI/UX across 10+ digital products — SaaS platforms, mobile apps, and brand systems for AI-first companies
- Designed Pakalign Studio brand identity and design system from scratch; 100% brand recognition uplift across client touchpoints
- Collaborate with PMs, developers, and marketing on cross-functional delivery; manage 5+ active client accounts simultaneously
- Produce social media design campaigns for B2B and B2C clients, maintaining brand consistency at scale
- Mentor junior designers and run design critiques; reduced design iteration cycles by an estimated 30%

Senior UI/UX & Social Media Designer

2023 – 2024

Vieapps Studio · Lahore, Pakistan

- Managed a 3-person design team delivering mobile app UI/UX across Android and iOS platforms
- Owned post-production UX improvements for 4 live mobile products — analyzed user feedback and shipped iterative fixes
- Built and maintained a shared Figma design system (components, tokens, guidelines); reduced new screen design time by ~40%
- Created performance-driven social media creatives for international clients (UAE, Australia) reaching 50K+ impressions/month
- Ran weekly design reviews with cross-functional stakeholders; translated business requirements into user-centered solutions

UI/UX Designer

2021 – 2023

Cross Code · Lahore, Pakistan

- Designed intuitive interfaces for 6+ mobile platforms (iOS and Android), onboarding flows, dashboards, and transactional screens
- Partnered with front-end developers to ensure pixel-accurate implementation; maintained design-to-dev consistency above 90%
- Conducted 3 rounds of usability testing per product cycle; improved average task completion rates by 25%
- Delivered Strong Rental Cars Qatar redesign: reduced 6-step booking flow to 3 steps, +58% completion rate, -54% abandonment

Junior Designer & UI/UX Designer 2017 – 2021

K-Tale · Uncle Fixer · Lahore, Pakistan

- Designed UI for 3 mobile game titles at K-Tale, including icon systems, game HUDs, and onboarding screens
- Created 2D frame-by-frame animations and motion graphics for 15+ marketing campaigns at Uncle Fixer
- Produced mobile and web interface designs with style guides for 5+ clients; built a foundation in Adobe Suite and UI component design

SELECTED PROJECTS

[Petrozen ERP SaaS](#) - End-to-End UI/UX

2025

Lead UI/UX Designer & Product Architect · 2 months **-46% Invoice Entry Time** · **-58% Accounting Errors**

Purpose-built ERP for LPG trading covering Sales, Purchases, Inventory, Accounts, Tax, and Audit. Led 200+ user interviews, 3 usability testing rounds, role-based dashboards for Admin/Manager/Employee personas, full Figma handoff.

[Strong Rental Cars Qatar](#) - Web & App Redesign

2023

Product Designer (UI/UX) · 4 months **+58% Booking Completion** · **-54% Cart Abandonment**

Full web and mobile redesign. Simplified the 6-step booking to 3 steps. Integrated real-time availability, AI recommendations, mobile-first UX. 94% task success rate across 200+ usability test participants.

[Codestreaks](#) - AI Studio Brand Identity

2024

Brand Designer **+127% Brand Recognition** · **4.8 / 5 User Trust Score**

Complete brand identity for AI automation studio: scalable logo system, warm tech-forward palette, typography hierarchy, precise design rules for digital and print applications.

[Growth Marvels](#) - 2D Kinetic Typography Video

2023

Motion Designer & Animation Artist **200K+ Views** · **12% Engagement Rate**

2-minute 40-second brand launch video. Coordinated a 4-person team (illustrator, writer, music artist). On-schedule delivery for company launch.

[Fashion Brand Website - Vibe Coding \(Next.js\)](#)

2026

Designer & Developer **98+ Lighthouse Score** · **48h Build Time**

Full marketing website designed and shipped in 48 hours using Cursor AI-assisted development. Next.js, Tailwind CSS, responsive layout, clear conversion paths.

SKILLS

UX/Research	User Research · Usability Testing · Wireframing · Prototyping · Information Architecture · Accessibility (WCAG)
Design	UI Design · Brand Identity · Design Systems · Motion Design · Web Design · Mobile Design
Tools	Figma · Adobe Illustrator · Photoshop · After Effects · Adobe XD · Premiere Pro · Lottie
Development	HTML5 · CSS3 · Tailwind CSS · Bootstrap · Next.js · TypeScript · Vibe Coding
Collaboration	Agile / Scrum · Stakeholder Management · Design Critique · Cross-functional Teams · Team Leadership

EDUCATION

BS Physics 2016 – 2020

COMSATS University Islamabad, Lahore Campus

CERTIFICATIONS

2025	Programming with JavaScript
2021	Animation Bootcamp - School of Motion
2020	Google UX Design Certificate - Coursera / Google · Typography & Layouts - The Futur
2019	Graphic Design Specialization - CalArts / Coursera

LANGUAGES

English — Fluent (professional) **Urdu** — Native