



# Awais Arshad

A creative, results-driven designer with strong leadership and team collaboration skills. Passionate about contributing expertise, continuously learning, and maximizing potential. With **5+ years of experience** in design, I bring a wealth of knowledge and a commitment to excellence to any organization.



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## WORK EXPERIENCE

**Feb 2023 – Current**

**Codeteck**

### Senior UI/UX & Visual Designer | WordPress Lead

As Senior UI/UX and Visual Designer at Codeteck, I lead the full design lifecycle for web and mobile products across SaaS, B2B, B2C, eCommerce, and AI platforms. My work includes creating user flows, intuitive interfaces, responsive design systems, and scalable Figma libraries while collaborating closely with product, dev, and marketing teams. I also support motion-related work by developing interaction storyboards and polished micro-interactions that enhance clarity and visual engagement. Additionally, I manage WordPress design and customization, covering theme layout, UX improvements, and content integration.

#### Key Responsibilities & Achievements:

- Designed end-to-end UI/UX for complex web and mobile products with strong usability and visual consistency
- Designed responsive WordPress sites focused on performance, structure, and user engagement
- Built design systems, prototypes, wireframes, and style guides using Figma, Adobe XD, and Sketch
- Produced branding assets, visual identity materials, marketing creatives, and interaction storyboards and motion visuals that support product and marketing goals
- Led user research, usability testing, and iterative improvements across product cycles
- Mentored junior designers and ensured high-quality, on-time delivery of final design assets

**Tools & Technologies:** Figma, Adobe Creative Suite (Photoshop, Illustrator, After Effects, XD), Sketch, Canva Pro, Miro, Webflow, Shopify, WordPress, Elementor, WooCommerce, HTML/CSS.

**Nov 2021 - Jan 2023**

**BrandOut Advertising**

### Graphic & UI/UX Designer | WordPress Designer

As a Graphic and UI/UX Designer at Brandout Advertising, I led digital design projects across web, mobile, and WordPress platforms. I created responsive interfaces, intuitive navigation patterns, onboarding flows for mobile apps, and WordPress sites from layout to launch. I also developed animation-ready storyboards, shaped visual concepts, and ensured brand consistency, performance, and functionality across products. I collaborated with clients and internal teams while providing design guidance to junior creatives.



## SKILLS HIGHLIGHTS

- Graphic Designing
- UI/UX Designing
- Wire-framing & Prototyping
- Vector & Iconography
- Product Flow Diagram
- Video Editing
- Project Management
- WordPress Developer
- Search Engine Optimization
- Creativity, Leadership
- Team worker
- Problem Solving
- Digital Marketing & SMM

## SOFTWEARS:

- Figma (Expert)
- Adobe Photoshop (Expert)
- Adobe XD
- Sketch, Miro
- Adobe After Effects
- Adobe Premiere Pro
- Canva Pro & In-Short
- WordPress, Shopify
- Wander Share Filmore
- Odoo, SAP & SPSS
- MS Office

## LANGUAGES:

- Python, R (Basics)
- HTML, CSS (Basics)

## Key responsibilities and achievements:

- Designed modern, conversion-focused UI/UX for mobile and web applications
- Built and customized WordPress websites using Elementor and custom themes
- Developed brand visuals, iconography, and marketing creatives
- Created animation-ready storyboards and designed mobile onboarding screens to improve product flow and user engagement
- Worked on SEO-friendly layouts and optimized user journeys for web traffic and retention
- Provided mentorship and design QA for junior team members

**Tools & Technologies:** Figma, Adobe XD, Photoshop, Illustrator, After Effects, WordPress, Elementor, Canva Pro, basic HTML/CSS and animation/storyboarding workflows.

**May 2021 - Oct 2021**

### Internship

**Digicon Valley**

During my 6-month internship at Digicon Valley, I gained hands-on experience in various aspects of User Interface and User Experiences.

### My responsibilities and learning included:

- Creating Software Project Management Plans (SPMP)
- Working on managerial process planning
- Defining product features and developing prototypes
- Designing user flows, UI/UX mockups, and wireframes
- Participating in user testing and refining product features
- Assisting in building a functional roadmap for product development
- Designing visuals and coordinating social media posts to support brand presence and audience engagement

This experience helped me develop a structured understanding of project lifecycles and enhanced my ability to collaborate across design, development, and social media management teams effectively.



## KEY PROJECTS:

### Red Carpet – Web & Mob Application

#### **Visitor Management System**

A digital solution to streamline visitor check-ins and workplace security.

- Designed end-to-end UI/UX for admin, host, and visitor interfaces across mobile and web.
- Created branding assets, onboarding flows, and QR-based check-in experience.

### Zepiex – Website, Web & Mob Application

#### **Guard Management System**

A digital platform to manage security personnel, attendance, and shift scheduling.

- Developed intuitive dashboards and mobile app interfaces for guard attendance and scheduling.
- Focused on real-time reporting, location tracking, and role-based access design.



## CERTIFICATES

- o Graphic Designing **Greatlearning** **02/07/2018**
- o Market Management **Umt** **25/02/2020**
- o Implementing SAP S/4HANA Cloud with SAP Central Business Configuration. **open.sap** **05/22/2021**
- o SAP S/4HANA Project to Success. **open.sap** **06/24/2021**
- o UI/UX Designing **Greatlearning** **08/10/2021**
- o Project Management **Greatlearning** **08/16/2021**



## EDUCATION

- o Bachelor **UMT**  
BBIS - Bachelor of Business and Information System  
**2017 - 2021** **Lahore, Pakistan**

## Omninteract – Web Application

### **Unified Communication Platform**

- Designed Admin, Supervisor, and Agent panels with streamlined UX and UI across all roles.
- Developed company logo, visual identity, and web layout aligned with AWS-powered service features.

## Ostium – Website & Web Application

### **Counseling Service Portal**

A web-based mental health support platform for booking therapy and mentoring sessions.

- Created user-friendly dashboards for mentees, mentors, and admins with booking and feedback features.
- Used calming UI design and optimized flows to enhance user comfort & trust.

## Game On – Mobile Application

### **Sports Court Booking App**

An app allowing users to book courts, trainers, and participate in local sports tournaments.

- Designed mobile UI for venue booking, tournament sign-ups, and in-app payments.
- Developed light/dark themes, real-time availability, and smooth user journeys.

## Zepiex Fleets – Web & Mob Application

### **Fleet Management System**

A web and mobile-based platform for real-time vehicle tracking and fleet logistics.

- Designed a fleet dashboard with vehicle tracking, performance analytics, and route logs.
- Delivered responsive UI for both desktop and mobile platforms used by logistics teams.

## Orange Auto – Website & Mob Application

### **Car Selling E-Commerce Platform**

A multi-vendor car listing and dealership portal.

- Crafted UI for multi-vendor car listings, search filters, and dealer dashboards.
- Built a clean, responsive layout for easy browsing across devices.

## Evolution Secure Technologies – Web Application

### **Vehicle Smart Card & Number Plate App**

- Designed complete admin and user-side flows for ordering smart vehicle cards, RFID, and plates.
- Built UI/UX aligned with government standards including integration with NADRA and Pakistan Access systems.

## Epic Group – Epic Group – Mob & Web Application

### **Food-related brands App (Under Development)**

A collaboration project featuring two food-related brands under one umbrella.

- Designed the Epic Group landing page along with two complete brand websites, covering the full flow from landing page to order placement.
- Developed an Admin Portal to manage orders for both brands in one centralized system.
- Crafted the entire website flow and user experience with a focus on creativity, efficiency, and intuitive navigation.

## Guiderr.ai – Guiderr.ai – Mob & Web Application

### **Travel & Community Platform (Under Development)**

A large-scale AI-powered travel platform with multiple user roles and booking modules.

- Designed end-to-end Rental module (Cars, Boats, Bikes) for both user side and admin side, across mobile and web.
- Worked on a Community Module supporting 4+ user roles (Traveler, Host/Vendor, Influencer, Business), each with unique features and workflows.
- Built with a comprehensive design system to ensure consistency across modules.
- Focused on user flows, booking experiences, and admin dashboards for seamless travel and community interactions.

