

PROFILE

MUHAMMAD WAQAS ASHRAF

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OBJECTIVE

I am a passionate and detail-oriented Web Designer with over six years of experience in creating responsive, user-focused, and visually appealing websites. Skilled in UI/UX design, front-end development, and modern web technologies, I aim to contribute to a dynamic organization where I can apply my creativity and technical expertise to enhance user experience and support business growth.

EXPERIENCE

WEB DESIGNER
LOGIC POWERED SOLUTIONS, ISLAMABAD PAKISTAN
SEPTEMBER 2016 TO JANUARY 2023

Responsibilities:

- Collaborating with clients and internal teams to clearly understand project objectives, user needs, and design constraints, ensuring the final product aligns with business goals and audience expectations.
- Researching industry trends, competitor websites, and user behaviors to create designs that are both functional and visually engaging.
- Developing creative design concepts and translating them into user-friendly layouts, wireframes, and prototypes that bring ideas to life.
- Producing sketches, mock-ups, and digital illustrations to communicate design directions and gather feedback from stakeholders before final development.
- Working closely with management, developers, and sales teams to refine design solutions that balance aesthetics, usability, and technical feasibility.
- Choosing and recommending suitable design elements, such as typography, color schemes, graphics, and multimedia, to enhance the website's look and performance.
- Preparing detailed documentation and guidelines for chosen designs to ensure smooth handover and accurate implementation during production.
- Overseeing and supporting the production process to maintain design quality and consistency across platforms and devices.
- Ensuring websites are optimized for accessibility, responsiveness, and cross-browser compatibility to deliver seamless user experiences.
- Maintaining an organized design archive, storing templates, assets, and project files for future reference and ongoing client needs.

EDUCATION

MASTER OF INFORMATION SYSTEMS CHARLES DARWIN UNIVERSITY AUSTRALIA
(2025)

Bachelor of Computer Software Engineering • 2016 • FOUNDATION UNIVERSITY ISLAMABAD

FSC • 2011 • H.I.T DEGREE COLLEGE, TAXILA CANTT

METRIC • 2009 • F.G PUBLIC HIGH SCHOOL, TAXILA CANTT



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ENGINEERING INTERESTS

SKILLS

Programming Skills:

- OOP
Data Structures
- Design Patterns

Front End

- HTML
- CSS

API's:

- Android
- Google Map
- Google Books

Project Management:

- Planning
- Managing
- Leading Engineering Projects

- OS (Windows)

- PHP

- UX

- UI

- MS Office

- Configuration & Management

- Networking Protocols

- HTML, CSS

- Visual Studio

REFERENCES

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