

M Hammad Ahmed

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PROFESSIONAL SUMMARY

Creative and motivated Graphic Designer and UI/UX Designer with hands-on experience in social media marketing, visual branding, and user interface design. Skilled in delivering engaging digital experiences using tools like Figma, Photoshop, Illustrator, and Canva. Strong understanding of user psychology and social trends, with the ability to create designs that not only look great but convert. Proven success on Fiverr as a 5-star freelancer and internship experience in a professional design environment. Currently pursuing a degree in Computer Engineering to deepen technical skills and UI/UX thinking.

Top Achievements:

- Achieved 5-star rating on Fiverr with excellent client feedback on UI/UX design projects during 2023–2024.
- Completed internship as a UI/UX Designer at Developers Hub Corporation, contributing to multiple live projects.
- Earned industry-recognized certificates from Google, NDU, and HP in UI/UX, Social Media Marketing, and AI tools.
- Designed over 100 digital posts and mockups that improved client brand visibility and user engagement by over 30%.

CORE COMPETENCIES

- Proven ability to create high-impact user interfaces and mobile-friendly layouts using Figma, Adobe XD, and Canva, resulting in improved user engagement and visual consistency.
- Expertise in creating branded content for social media, including post design, story templates, ad creatives, and highlight covers, aligned with marketing objectives and brand tone.
- Skilled in managing Facebook Ad campaigns with a focus on audience targeting, A/B testing, and conversion-optimized creatives to drive results and reach KPIs.
- Demonstrated ability to communicate effectively with clients, understand project goals, and deliver polished designs that meet business and user needs under tight deadlines.

WORK EXPERIENCE

UI UX Designer

Fiverr.com

02/2023 - present

Responsible for designing intuitive user interfaces and complete UI/UX solutions for mobile apps, websites, and admin panels. Worked closely with international clients to understand requirements and deliver high-quality design assets using Figma, Adobe XD, and Canva. Created responsive design systems, low-fidelity wireframes, and high-fidelity prototypes for mobile and web platforms. Delivered social media kits and branding assets for various businesses. Ensured timely delivery of projects with clear communication and revisions.

- Delivered 30+ UI/UX projects with a consistent 5-star rating and positive client feedback.
- Planned mobile-first user flows for e-commerce and booking apps, improving navigation and conversion.
- Established complete social media branding kits including profile designs, ads, and post templates.
- Developed reusable Figma components and design systems to accelerate project timelines.
- Built long-term client relationships resulting in repeat business and referrals.

UI/UX Design Internship

Developers Hub Corporation

19/7/2025

Worked as part of a design team to create clean, functional user interfaces for websites and mobile apps. Participated in wireframing, UI redesigns, and prototyping tasks under senior designer supervision. Assisted in the development of branding guidelines and icon sets. Took part in user flow planning and feedback cycles to enhance usability.

- Develop modern UI layouts for real-world client projects in collaboration with developers.
- Assisted in user flow mapping and responsive layout design for cross-device compatibility.
- Planned visually consistent design assets including icons, buttons, and navigation menus.
- Received mentorship on design critiques, client presentations, and best practices in UI/UX.

- Implemented a robust database optimization process, improving system performance for large-scale applications by 20%.

EDUCATION

Computer Engineering

2/09/2024

Comsats,Attock

- Computer Engineering(In progress)

Intermediate

2022-2024

Crescent College, Attock

- ICS

PERSONAL PROJECTS

- Mobile App Mockups (Login Screens, Dashboard, Profile UI)
- Brand Identity Design for local startups
- Social Media Post Designs for Facebook & Instagram campaigns
- My LInkedIn Account : <https://www.linkedin.com/in/hammad-ahmed-68a1512b5>
- View portfolio at: behance.net/hammadahmed123

CERTIFICATES

- **Google UI/UX Certificate**
- **Social Media Marketing** – NDU NextGen Digital University
- **AI Tools & Applications** – HP Free Courses

HOBBIES

- Designing creative visuals and experimenting with UI/UX concepts
- Exploring new AI tools and design trends
- Managing Instagram design pages and growing audience engagement
- Watching tutorials and learning new design techniques