

Muhammad Awais

Senior UI/UX & Product Designer (Figma Expert)

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Relevant Experience

Senior UI/UX Product Designer · **Xammin** July 2020 – Present

- Designed over 80+ high-end, custom websites in Figma, focusing on brand identity, usability, and creativity.
- Developed interactive, conversion-focused user interfaces for landing pages, e-commerce stores, and corporate websites.
- Collaborated closely with developers to ensure design consistency and accurate implementation.
- Created 3D visual elements and micro-interactions to boost website engagement and user retention.
- Redefined existing websites by applying modern UI/UX best practices to drive business growth and customer satisfaction.
- Successfully delivered design solutions that increased client revenue and user acquisition through strategic user journeys.

Wordpress Developer · **Xammin** May 2019 – Apr 2023

- Created 300+ dynamic websites using both Divi and Elementor builders, with a focus on creativity, usability, and performance.
- Translated detailed Figma designs into high-fidelity, pixel-perfect WordPress sites.
- Built scalable e-commerce stores using WooCommerce, supporting product catalogs, cart systems, and secure checkout.
- Developed visually engaging websites with custom animation and scroll-based interactions to improve user experience.
- Specialized in creating conversion-optimized landing pages and high-end creative designs.

Wordpress Developer · **WP Basecamp** Feb 2018 – Jun 2019

- Developed and launched 30+ fully responsive websites using WordPress and the Divi Theme Builder.
- Customized layouts, headers, and footers to align with client branding guidelines.
- Integrated contact forms, payment gateways, and third-party plugins to extend site functionality.
- Focused on optimizing site speed, responsiveness, and SEO-readiness across all projects.

Brand Designer · **NexPeak Solutions** Jun 2017 – Jan 2018

- Designed and delivered over 50+ unique brand logos, tailored to meet client vision and business identity.
- Created professional business collateral including letterheads, company documents, and branded templates.
- Utilized Adobe Photoshop and Illustrator extensively for vector design, layout creation, and visual enhancement.
- Produced engaging promotional videos to support NexPeak's brand presence and marketing campaigns.

Skills

UI/UX Design

Figma, Adobe XD, Adobe Photoshop, Adobe Illustrator, Miro, Framer, Canva

3d Animations

Spline

Technical Skills

WordPress Development, HTML5, CSS3, JavaScript, SASS, Git, GitHub, Website Performance Optimization, QA Testing & Debugging

Selected Projects

UI/UX & Animations

Xammin Project

Crafted a modern, responsive website with custom UI design and smooth 3D Animations. Focused on user experience, brand alignment, and clean visual structure for digital service showcase.

[Link](#)

Rainconnect Project

Designed a clean, user-focused website to showcase Rainconnect's digital solution. Prioritized intuitive UI, responsive layout, and interactive features to reflect the platform's efficiency and innovation.

[Link](#)

Innovation Factory Project

Designed a sleek, responsive website with advanced animations to showcase AI-driven technologies. Focused on industry-specific UI/UX and interactive visuals to communicate complex solutions clearly.

[Link](#)

Certifications

Google UI/UX Design

Domestika – Interactive Web Design

Interests

Keen interest in concept and storytelling design that creates emotion and connection when users visit a website.