

Javeria Javed

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PROFESSIONAL SUMMARY

Results-driven **UI/UX Designer with 4+ years of experience** creating seamless, intuitive and accessible web and mobile experiences across e-commerce, IT Services and health-tech. Skilled in end-to-end product design with a strong ability to translate complex requirements into clean, scalable solutions. Improved an e-commerce platform's conversion rate by **30%** through user-focused redesign aligned with business goals.

SKILLS

Design: User-Centred Design, User Research, User Flows, Journey Mapping, Storyboarding, Wireframing, Rapid Prototyping, High Fidelity Mockups, Interaction Design, Visual Design, Design Systems, Responsive Design, Usability Testing, Accessibility (WCAG), Information Architecture, User Interface Design, Typography, Colour Theory, Mobile-First Design

Tools: Figma, FigJam, AdobeXD, Miro, Notion, Sketch, Trello, Adobe Firefly, Midjourney

Web Development: HTML, CSS, JavaScript, TypeScript, WordPress, VS Code

Others: Agile Methodologies, SaaS, Communication Skills, Presentation Skills, Training

PROFESSIONAL EXPERIENCE

UI/UX Designer | Freelance

Jul 2025 – to date

Projects:

- VMS: End-to-end product design for B2B SaaS platform, which is **adopted by 3 business**.
- Centre for Change and Leadership (CCL – Canada) : Revamping the official website.

UI/UX Designer | Interact Health Pro

Jan 2025 – Jun 2025

Interact Health Pro is a Toronto-based health-tech startup building digital products to improve healthcare accessibility and outcomes.

VitaBloom: A mobile app offering personalised, holistic wellness plans to women going through hormonal changes.

- **Defined and prioritized the product roadmap** with developers and stakeholders, aligning features with market needs and guiding the team towards a clear, high-quality MVP.
- **Led end-to-end UX Process** and integrated **AI-Driven personalization**, earning highly positive feedback from early prototype testers.
- **Enhanced and expanded the design system** improving UI consistency and scalability across products.

UX Designer | Paksoft Global

Mar 2022 – Dec 2024

Paksoft Global is an IT company providing web and mobile applications development services to global customers.

Rawayeti.com: a leading grocery retailer in Islamabad, Pakistan

- **Redesigned the full e-commerce experience** delivering measurable impact with **35% increase in traffic** and **30% boost in conversion rate** after relaunch.
- **Reduced high bounce rates** by improving navigation, making product discovery easy and simplifying checkout flow.
- Conducted UX Research through surveys, interviews and usability tests to uncover key friction points and refined IA, wireframes and responsive UI designs.

Shape Wedding: An online wedding marketplace which onboards vendors across boutiques, salons, caterers, decorators, event planners and venues; enabling customers to discover, compare and book services seamlessly.

- **Streamlined the vendor onboarding process** by simplifying forms, refining information hierarchy and improving mobile responsiveness, leading to **20% increase in new vendor sign-ups**.
- Upgraded key UI components and responsive layouts for vendor profiles, search filters and service categories, improving clarity and reducing user drop-offs across booking journey.

Lecturer/ Assistant Professor | IQRA University

Jan 2017 – Jan 2022

IQRA University is one of the top-ranked private universities of Pakistan.

- Taught Human Computer Interaction(HCI), Design Thinking, User-centred Design, Web Development courses and digital design tools to undergraduate students.
- Supervised final year Web Development and UI/UX projects and improvised the project evaluation process to improve efficiency.

VOLUNTEER EXPERIENCE

UI/UX Designer | Empowered Futures

Oct 2024 – Apr 2025

Empowered Futures is a Calgary based non-profit focused on public good to support emerging adulthood.

- Designed and prototyped a mobile app for internal task management, improving task visibility and reducing manual coordination by **30%** during pilot testing.
- Developed scalable design system to be used across all Empowered Futures products, cutting design/development inconsistencies by **40%**.

PROFESSIONAL CERTIFICATIONS

Microsoft Certified: Azure AI Fundamentals

Jan 2026

Google UX Design Professional Certificate

Sep 2023

EDUCATION

Masters in Computer Science (HCI Specialization)

IQRA University, Islamabad