



Shijra Hassan
Product Designer

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Birmingham, United Kingdom

With a total of four years of design experience, I specialize in crafting impactful visual experiences. My journey includes nearly two years dedicated to designing compelling social media posts and over two years honing my skills as a UI/UX designer. Across more than 40 projects, I've delved into diverse industries including fitness, education, medical, and fintech. My passion lies in creating intuitive interfaces that resonate with users, making me a versatile UI/UX designer committed to crafting exceptional digital experiences.

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Skills

Design System

Wireframing

Prototype Design

Strategic thinking

Design Thinking

Detail Oriented

User Experience Design

Problem Solving

Mockups

Product Design

Collaboration

Technical

User Interface Design

Usability Design

Interaction Design

Work Experience

Bookme.pk / Product Designer
JUNE 2024 – DEC 2024
Lahore, Onsite

- Revamped the Visit Saudi platform and multiple verticals (Flights, Buses, Trains, Events, Hotels) to improve usability and visual appeal.
- Created and implemented a scalable design system for bookme.pk, ensuring consistency and efficiency across designs.
- Designed new features for Visit Saudi Packages and Bookme Resale, expanding platform offerings and driving user engagement.
- Designed a corporate portal with customized user flows for employees, admins, and superadmins, aligning with business goals.
- Worked with developers to ensure seamless implementation of designs and iterated based on feedback.

Dextersol / UI/UX Designer
JULY 2023 – MAY 2024
Lahore, Remote

I've had the privilege of designing diverse products across various industries, from medical and travel to fintech, among others. With DexterSol, I successfully completed over 30 projects, several of which are currently live. Notable among these are PropStart, WeCare, a Lost and Found app, DexterSol's own website, and many more. Each project reflects my commitment to delivering effective solutions tailored to the unique needs of different sectors, showcasing my versatility as a designer.

Mudirr / UI/UX Designer
JUN 2023– AUG 2023
Dera Gazi Khan, Remote

With Mudirr, I successfully designed a car management system, a money refund app “Refunditt”, and a newsletter project. Each project was completed to satisfaction, showcasing my ability to deliver effective solutions across various domains.

Coding Age / UI/UX Designer
AUG 2022 – APR 2023
India, Remote

I designed educational app interfaces and websites for Coding Age, a programming academy startup. Notably, one of their app “Aintrie” is live, showcasing my contribution to creating engaging learning platforms for aspiring programmers.

Education

BS Software Engineering
Comsats University Islamabad, Sahiwal Campus
2018 – 2022