

Iqra Javaid

UI/UX Designer / Graphic Designer

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Sadar, Rawalpindi



CAREER PROFILE SUMMARY

I'm a creative and user-focused UI/UX and graphic designer with over 2 years of experience crafting engaging digital experiences for mobile apps and games. I specialize in designing intuitive interfaces and eye-catching Play Store assets like screenshots, feature graphics, and ads that boost visibility and user engagement. I'm passionate about the details. My goal is always to design with purpose, bringing ideas to life in ways that are both visually compelling and user-friendly.

EXPERIENCE

UI/UX Designer | Join App Technology

Mar 2025 – Present

Designed intuitive UI/UX for mobile apps and created high-converting Play Store assets to boost user engagement and downloads. Collaborated with cross-functional teams to ensure consistent, user-centered design across platforms.

Key Achievements:

- Improved app usability and retention with clean, responsive UI designs.
- Increased Play Store conversion rates through effective screenshot and graphic design.
- Used user feedback and testing to guide design improvements and product updates.

UI/UX Designer | Kinglets Technology

Feb 2024 – Mar 2025

Designed intuitive UI/UX for both Android and iOS apps, along with high-converting Play Store and App Store assets to drive user engagement and downloads. Worked closely with cross-functional teams to deliver consistent, user-focused designs across platforms.

Key Achievements:

- Enhanced app usability and retention with clean, responsive interfaces for iOS and Android.
- Boosted store conversion rates through compelling screenshot and graphic design.
- Leveraged user feedback and testing to refine UI and support continuous product improvement.

UI/UX Designer | Climax Code PVT

Mar 2023 – Feb 2024

Led end-to-end design processes for mobile and game projects, including user research, wireframing, prototyping, and visual asset creation to support engaging and intuitive user experiences. Collaborated with developers and product teams to translate concepts into functional, user-friendly designs.

Key Achievements:

- Designed and maintained UI assets for mobile games, ensuring consistency and visual appeal across game.
- Streamlined asset organization and delivery workflows, improving collaboration and production speed.
- Used player feedback and gameplay analysis to refine UI elements and enhance user interaction.

UI/UX Designer (Internship) | BTech (Remote, USA)

May 2022 – Oct 2023

Completed a UI/UX design internship focused on mobile and basic game projects. Contributed to user flows, interface layouts, and visual assets, supporting engaging and intuitive player experiences.

EDUCATION BACKGROUND

Master IN Computer Science (MCS)

PMAS Rawalpindi

BEHANCE

<https://www.behance.net/designerui3>