

# Muhammad Usama Baloch

UI/UX Designer | Experience: 4+ years

Age: 26    Nationality: Pakistani    Notice period: Available immediately

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Portfolio: usamabaloch.com    LinkedIn: linkedin.com/in/usama-baloch

## Experience

**Product Designer**    **TWO Digital Marketing - London, UK**    August 2021 – Present

**TWO Digital Marketing has been voted 51st in Design Week's Top 100 UK independent agencies.**

- Collaborated closely with Ustwo and BlackRock to develop the iShares Design system using Figma, delivering the project two months ahead of schedule.
- Led the design efforts for the HR Workflow System, boosting collaboration efficiency by 30% between designers and developers, expediting project delivery.
- Generated innovative web page designs for JP Morgan, resulting in a 25% increase in website traffic and 20% higher user engagement, contributing to the company's receipt of the '2022 Awards for Marketing Innovation'.
- Created wireframes, designs, and prototypes for various campaign pages tailored to client brand guidelines, using Adobe XD and Figma.
- Designed user flows and journeys for multiple projects.
- Designed promotional emails for clients to highlight products and campaigns.
- Developed storyboards, motion graphics, and static social media posts using Adobe After Effects, Premiere Pro, and Animate in multiple languages for the UK, Europe, and the US markets.
- Designed HTML banner advertisements.

**Freelance Graphic Designer**    **Ask the impossible - London, UK**    May 2023 – Sep 2023

- Contributed to the development of a new brand identity for 'The Pointer School', integrating quantifiable data into branding assets, social media posts, and print materials, resulting in a 15% increase in brand recognition and a 20% rise in enrollment inquiries.
- Additionally, played a key role in visualising live events through Photoshop AI design, enhancing attendee engagement by 25%. Utilised a suite of design tools including Photoshop, Illustrator, and InDesign to deliver comprehensive visual solutions for the project.

**Graphic Design Intern**    **EVT Media Ltd - London, UK**    July 2020 – August 2020

- Designed presentations and pitch decks using Microsoft PowerPoint and Keynote, integrating custom illustrations to elevate visual appeal and effectively communicate key messages.

**Self Employed UI/UX Designer**    **SUPERLAB - Islamabad, Pakistan**    July 2018 – May 2019

- Designed user interfaces for client websites and applications using Adobe XD and Figma, ensuring intuitive and visually appealing experiences. Also, crafted visuals such as illustrations and motion graphics using Adobe After Effects, Premiere Pro, and Animate to enhance various projects.

## Education

**BA Graphic Design – Grade: 2:1**    **University of Hertfordshire, UK**    Sep 2019 - June 2021

**The University of Hertfordshire has been ranked 1<sup>st</sup> in the UK to study design – and 7<sup>th</sup> in the world.**

- Worked on Live Industry Briefs from famous design agencies such as DixonBaxi, Checkland Kindleysides, Droga5, KOTO, Key4Life & Landor for D&AD New Blood Awards 2021.

**BA Visual Communication Design – GPA: 3.0**    **Beaconhouse National University, PAK**    Sep 2016 - Sep 2018

**The Beaconhouse National University ranked as the 2<sup>nd</sup> best place in Pakistan to study design.**

- Learned the fundamentals of design principles, typography, colour theory, and software proficiency, laying a solid foundation for my creative journey.

## Extra-Curricular Experience and Achievements:

- **Student Representative UK, 2020-2021:** for the Final Year Graphic Design Students
- **Graphic Designer UK, 2020-2021:** for the SCO of Society of Physics, Engineering and Computer Sciences (SPECS)

## Skills

**Design Tools:** Figma, Sketch, Invision, Adobe Creative Studio; XD, Illustrator, Photoshop, After Effects, Premiere Pro, Animate, Cinema 4D (Basic knowledge), AutoCAD, MS Office; Word, Powerpoint, Excel, Keynote, Wordpress, Basic understanding of HTML and CSS.

**All other skills:** User Experience, Interaction Design, User Interface, Digital Prototyping, Visual Design, Wireframing, Low-High fidelity mockups, Web design, Branding, Typography, Illustrations, Infographics, Storyboards, Email Designs, HTML Banner Adverts, Print Media, Brand Guidelines, User Interviews, User Testing, A/B Testing, Information Architecture, User flows, site maps, Design Strategy, Presentation skills, Creative Ideation, Project Management