

Muhammad Ibrahim Basit

Graphic Designer | Lahore, Pakistan

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Summary

I am a UI/UX and Graphic Designer with 2+ years of experience dedicated to turning complex problems into intuitive digital experiences.

I thrive at the intersection of user needs and business goals, utilizing data-driven research and rapid prototyping to build interfaces that feel as good as they look. For me, design isn't just about the pixels—it's about creating seamless journeys that make sense the moment a user clicks."

Experience

Upwork(Freelance)

UI/UX Designer

2023 - 2024

- Consulted with diverse global clients to translate complex business requirements into high-fidelity wireframes and interactive prototypes for web and mobile platforms.
- Reduced user friction by conducting heuristic evaluations and competitive audits for startups, leading to improved task completion rates.
- Managed the end-to-end design process, from initial discovery and user flow mapping to final developer hand-off using Figma and Zeplin.
- Maintained a 100% Job Success Score (JSS) by delivering pixel-perfect assets and iterating based on stakeholder feedback and user testing.

Punjab Education Foundation

Field Officer

2024 - 2025

- Bridged the gap between field operations and digital tools by identifying usability pain points in internal systems and proposing design solutions in Figma.
- Collaborated on high-fidelity UI designs for organizational projects, ensuring the interfaces were accessible for non-technical field staff.
- Conducted on-site user research while performing field duties, gathering direct feedback to iterate on mobile-responsive layouts.
- Streamlined data-entry workflows by redesigning key dashboard components, reducing the time required for field reporting.

Tekhqs

Trainee UI/UX Designer

2025 - 2025

- Bridged the gap between field operations and digital tools by identifying usability pain points in internal systems and proposing design solutions in Figma.
- Collaborated on high-fidelity UI designs for organizational projects, ensuring the interfaces were accessible for non-technical field staff.
- Conducted on-site user research while performing field duties, gathering direct feedback to iterate on mobile-responsive layouts.
- Streamlined data-entry workflows by redesigning key dashboard components, reducing the time required for field reporting.

Tech Cog

Junior UI/UX Designer

2025 - 2025

- Design end-to-end user interfaces for diverse client projects, ranging from custom enterprise software to consumer-facing mobile apps.
- Collaborate with cross-functional teams (Developers and Project Managers) to ensure design fidelity during the hand-off and implementation phases.
- Develop and maintain design systems, ensuring consistency and efficiency across large-scale projects.
- Apply user-centered design principles to wireframe, prototype, and iterate based on stakeholder feedback and technical requirements.

Revoluttic

Senior UI/UX and Graphic Designer

2026 - Present

Design end-to-end user interfaces for diverse client projects, ranging from custom enterprise software to consumer-facing mobile apps. Collaborate with cross-functional teams (Developers and Project Managers) to ensure design fidelity during the hand-off and implementation phases. Develop and maintain design systems, ensuring consistency and efficiency across large-scale projects. Apply user-centered design principles to wireframe, prototype, and iterate based on stakeholder feedback and technical requirements.

Projects

Gesty

Gesty.app is a premium lifestyle platform designed around curated coffee and dining invitations. The product focuses on enabling users to discover selected cafés and restaurants and create paid invitations, rather than functioning as a social chatting or messaging platform. The overall experience is intentionally clean, minimal, and trust-driven, with a strong emphasis on clarity, usability, and premium visual quality.

My Role

- Role: UI/UX Designer
- Tools: Figma
- Timeline: 2 months
- Tasks: User Research, Information Architecture, Visual Design, Prototyping.

Qualitic

Qualitic is an AI-powered SaaS application designed to revolutionize how businesses generate and manage sales quotations. By leveraging AI, the app automates the complex task of calculating costs, applying taxes, and formatting professional proposals, reducing a process that typically takes hours down to seconds.

My Role

- Role: UI/UX Designer
- Tools: Figma
- Timeline: 2 Months
- Tasks: User Research, Information Architecture, Visual Design, Prototyping.

TRU App

Tru App is a mobile-first marketplace connecting homeowners with verified service professionals—from AC mechanics and plumbers to electricians and handymen. The goal was to eliminate the friction of finding reliable help by providing transparent pricing, real-time tracking, and a robust rating system.

My Role

- Role: UI/UX Designer
- Tools: Figma
- Timeline: 2 months
- Tasks: User Research, Information Architecture, Visual Design, Prototyping.

Parkx

ParkXi is an end-to-end digital solution designed to eliminate the frustration of urban parking. The application allows users to find available parking spaces in real-time, pre-book daily or monthly passes, and enter/exit facilities using contactless digital validation.

My Role

- Role: UI/UX Designer
- Tools: Figma
- Timeline: approx 1 month
- Tasks: User Research, Information Architecture, Visual Design, Prototyping.

Scholar Me | AI-Powered Personalized Learning & Virtual Tutor

Scholar Me is an AI-driven web application designed to act as a 24/7 personal tutor for students. By utilizing Large Language Models (LLMs), the platform allows users to upload study materials, ask complex questions, and receive tailored explanations. It's not just an AI chat; it's a structured learning environment that adapts to the student's pace.

My Role

- Role: UI/UX Designer
- Tools: Figma
- Timeline: 3 Months
- Tasks: User Research, Information Architecture, Visual Design, Prototyping.

Skills

Design & Prototyping

Tools: Figma, Adobe XD, FigJam, Adobe Illustrator, Adobe Photoshop, Canva

Specialties: User Interface (UI) Design, User Experience (UX) Strategy, Wireframing, Rapid Prototyping, Design Systems

Education

Lahore Garrison University

2019-2023

Bachelor of Computer Science

Punjab College

2017-2019

BS Computer Science