

UI/UX & GRAPHIC *Designer*

*Passionate about crafting
seamless digital experience*



Open to Work



* PACKAGING * UX/UI OF WEB & MOBILE APPS * LOGO DESIGN & BRANDING * WEBSITE DESIGNS * VISUAL DESIGNS * UX/UI

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Portfolio

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Mobile

[Islamabad, Pakistan](#)

Current, Location

Hello,

This is Waqas. I'm a creative and research-driven **UI/UX Designer** with **15+ years of experience** delivering impactful design solutions for web, mobile, and enterprise applications. Proven track record in leading design teams, developing scalable design systems, and enhancing user experience through research-driven design.

My expertise spans the full design lifecycle—from user research and wireframing to high-fidelity mockups, interactive prototypes, and design systems. I've led cross-functional teams, collaborated with global stakeholders, and delivered scalable UI/UX strategies for industries including **healthcare, recruitment, tourism, and government tech.**

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TOP Skills

WEB & MOBILE APPS * LOGO DESIGN & BRANDING * WEBSITE DESIGNS * VISUAL DESIGN

Figma | Sketch | XD *(Layout & Prototyping)*



HTML / CSS *(Good understanding)*



Adobe Illustrator *(Graphics & Illustrations)*



Bootstrap | Material UI *(Good understanding)*



Adobe Photoshop *(Image Enhancement)*



Elementor | Webflow *(No Dode Dev)*



Adobe Indesign *(Multi-page Layouts)*



MS Powerpoint *(Presentations)*



Adobe Dimension *(3D Mockups)*



Camtasia Studio *(Video Editing)*



- UI Design
- Wireframing
- Design Systems
- Interaction Design
- Design Mockups
- Responsive Web Design
- Product Design
- Mobile App UX
- Cross-functional Collaboration
- Design Leadership
- Graphic Design
- Print Design
- Packaging Design
- Social Media

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Education

PS * LOGO DESIGN & BRANDING * WEBSITE DESIGNS * VISUAL DESIGN



3D Graphics & Animation

PTV Training Academy – Islamabad, Pakistan

Jan 2001 - April 2001

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Bachelor of Arts

University of Punjab – Pakistan

1997 - 1999

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Sr. Lead UI/UX Designer

DevNatives Technologies

Oct 2022 - June 2025 · 2 yrs, 9 mos · Islamabad, Pakistan

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Served as Sr. Lead UI/UX Designer @DevNatives Technologies.

Collaborated closely with leadership and cross-functional teams (PMs, developers, stakeholders) to align product goals with UX strategies.

Conceptualized, designed, and delivered innovative solutions aligned with business objectives, keeping an eye on industry trends to maintain design excellence and ensure smooth project execution.

Drove the creation of intuitive and visually compelling digital interfaces (including responsive web designs, web and smart apps, low- and high-fidelity wireframes, prototypes, and mockups), consistently emphasizing design standards, usability, and aesthetic quality.

Guided and oversaw the development of user-centered design processes, ensuring seamless integration into project timelines.

NOTABLE PROJECTS

- **ExactCareers Platform:** Led the end-to-end UX/UI design for a comprehensive recruitment platform, from wireframes and user flows to high-fidelity responsive interfaces.
- **Product & Corporate Websites:** Designed the company's main website and the ExactCareers product website, delivering polished, conversion-focused UIs for both.
- **Mobile App Designs:** Created UX/UI for a suite of mobile apps: AI Caption Generator, Calculator App, Invitation Card Maker, DP Master, and Voter Portal App.
- **Internal Tools:** Enhanced the AMS and designed monthly internal newsletters for employee communication and updates.
- **Marketing & Branding:** Delivered brand-aligned visuals for events, social media, and employee engagement campaigns—enhancing digital presence across platforms.

RECENT WEB PROJECTS

inspirisa.com devnatives.com exactcareers.com
resetiv.com pam.pk gynisus.com

MOBILE APPLICATIONS

[Calculator App \(Hide Photos\)](#), [Dp Master \(Profile Pic Maker\)](#)
[Ai Caption Generator App](#) [Invite Snap](#) [Voter App](#)



CareCloud (MTBC)

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Islamabad, Pakistan

I served in several senior creative roles at CareCloud (MTBC), initially joining as a Lead Graphic Designer, later promoted to Senior Lead UI/UX Designer, and most recently serving as Manager IT (UI/UX)

Manager IT (UI/UX)

June 2021 – Sep 2022 · 1 yr, 4 mos

- Served as part of MTBC's IT leadership team, driving UX strategy, design operations, and cross-functional collaboration across product teams.
- Restructured the design department into a skill-based hierarchy to improve alignment with business objectives.
- Developed and implemented performance KPIs, competency matrices, and improved onboarding frameworks for new designers and IT team members.
- Led strategic alignment of UX workflows into agile development processes, improving speed-to-delivery and design consistency across platforms.

Senior Lead UI/UX Designer

Jan 2019 - May 2021 · 2 yrs, 5 mos

- Directed a 24-member team including UI/UX designers, front-end developers, WordPress developers and motion designers.
- Delivered the full UX lifecycle for MTBC's flagship EHR Systems, evolving the product from desktop to responsive web and mobile platforms.
- Spearheaded the integration of AI-driven features—including voice commands and smart suggestions—into the EHR System, significantly enhancing user efficiency, accessibility, and overall UX performance.
- Led redesigns for MTBC's corporate website, client member portal, and internal PWA-based employee systems.
- Created pitch decks and demo videos used in investor outreach and product demos.
- Designed Covid-19 support portals in collaboration with government entities in Punjab and AJ&K.



CareCloud (MTBC)

Islamabad, Pakistan

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Lead Graphic Designer

Jun 2011 – Dec 2018 · 7 yrs, 7 mos

- Delivered branding, UI concepts, marketing materials, and internal product visuals across MTBC's service lines.
- Developed conceptual designs for interior/exterior layouts, event branding, and spatial user experiences.
- Built foundational brand systems and helped establish MTBC's early design identity across print and digital media.

NOTABLE PROJECTS

- **MTBC EHR System:** Led the full redesign of MTBC's flagship EHR system, transitioning from desktop to responsive web & mobile platforms, and integrating voice-command & AI-driven functionalities.
- **Corporate Website & Client Portal:** Redefined the brand's digital identity through an enterprise website redesign, improving UX, accessibility, and content structure for global healthcare clients.
- **Covid-19 Support:** Supervised the user-centric Covid-19 response portals for AJ&K and Punjab governments, focused on public awareness, data tracking, and regional coordination. Also designed graphics for public awareness campaigns.
- **Employee Global Portal:** Designed (in collaboration with the leadership) a fully Responsive and Progressive Web App (PWA) for MTBC employees to streamline internal communications, attendance, and workflow—accessible across devices.
- **Tourism Initiatives:** Created modern web UI and branding for regional tourism platforms, promoting cultural exploration and civic pride in AJ&K. Pakistan.
- **Design Systems & Brand Hub:** Built scalable design systems and reusable component libraries to unify visual language across MTBC's digital products, marketing campaigns, and internal tools.
- **Interior and Exterior Designs:** Involved in several conceptual work such as interior and exterior layouts, environmental graphics, public awareness campaigns, and promotional event branding—demonstrating a unique ability to blend creativity with spatial and experiential thinking.



Graphic Designer

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ActoPrint – London, UK

Mar 2009 - Apr 2011 · 2 yrs, 2 mos

- Led print and branding design initiatives for UK-based clients, including brochures, banners, indoor/outdoor signage, and exhibition collateral.
- Collaborated with print production teams to create technically optimized layouts and visuals for offset and digital press.
- Created customized marketing assets for small business owners, ensuring brand alignment and technical print quality.
- Gained firsthand knowledge of traditional and modern printing processes.



Graphic Designer

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New Medium Enterprises – London, UK

2007 - 2009 · 2 yrs

Collaborated with the leadership and marketing teams to create visual content for brand identity, advertising, and product promotion. Designed presentations, digital ads, and branding assets to support the launch and marketing of the company's proprietary media player.

Earlier Roles

Various Creative Roles – Pakistan (Private & Govt. Sector)

Paradigm Technology | PakTiger (ISP)
National Highway Authority (NHA) | MTBC

2001 - 2006 · 5 yrs

Worked across web, graphic, and print design projects, building a strong foundation in visual communication and digital media.

Collaborated closely with senior government officials to rebranding of NHA's website and design elements.

I am passionate about design, driven by creativity, and always ready to craft exceptional user experiences and look forward to new opportunities and exciting collaborations!