MARYAM NAFEES

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I'm Maryam Nafees, a passionate designer specializing in SAAS product design, detailed UI designs, Web3 & crypto gaming web and app design. My expertise extends to data visualization design and high-end ad creatives, where I've dedicated years to turning ideas into captivating visuals and user-friendly interfaces.

- UI UX Design
- Web3, NFT, Metaverse
- SAAS Products
- Design Systems
- Corporate Videos
- 2d Animations
- Detailed UI Designs
- Crypto Gaming
- Data Visualization Designs
- Ad Creatives Specialist

Experience

Nov' 2023-Present
Design Head
Digiacute (A Project of The Acuters)

→ Developing multiple company brands simultaneously
→ Responsible for all the branding, social media and UI UX Design work.
→ Prioritize tasks and delegate for timely high-quality output.
→ Collaborate with cross-functional teams for project-aligned designs.
→ Participate in hiring, maintain positive team culture.
→ Communicate with Developers & Back end engineers to carryout UI UX tasks seamlessly.

Oct'2022-Oct'2023
Lead UI UX Designer
Outsource in Pakistan (OIP)

→ Carryout high priority products designs along with other tasks.
→ Perform urgent task directly given by the manager or the CEO.
→ Designing Complicated R&D reports & other data visualization tasks.
→ Manage designers and oversee UI/UX, web, app, and social media projects.
→ Prioritize tasks and delegate for timely high-quality output.
→ Communicate with clients, align designs with their objectives.
→ Collaborate with cross-functional teams for project-aligned designs.
→ Stay updated on design trends, tech, and provide team direction.
→ Participate in hiring, maintain positive team culture.
→ Manage design processes for efficiency and productivity.
→ Contribute to strategic decisions as a design team liaison.

Nov 2022-Oct'2023
Product Designer
Zelta Tech (As an outsourced resource at OIP)

→ Handled all the client meetings understood the tasks.
→ Ideate & Designed a whole crypto gaming Web & App product through iterative processes.
→ Did 2d Animations & corporate videos for their multiple web3 portfolio & trading brands.
→ Designed Brand Guidelines, Design Systems, Pitch Decks, PPTs, Social Media & GDN ads, Web GIFs, Print materials etc.
→ Prioritize multiple tasks & met urgent deadlines.

Dec'2021-Sept'2022
Social Media & Web UI Designer
Outsource in Pakistan (OIP)

→ Created brand-aligned social media content & animated videos.
→ Developed high-end conceptual social media designs & gaming banners.
→ Stayed updated on design trends and social media best practices.
→ Developed brand-aligned Web UI designs in the web 3.0 domain.
→ Collaborated with marketing team for design concepts.

Mar'2021-Nov'2021
2d Animator & Social Media Designer
Alhuda International Islamabad

→ Deeply Study all the storyboards & mind maps from the academic team.
→ Finalize storyboards by big or small amendments.
→ Prepare illustrator files for Ae, train internees on it.
→ Carryout detailed academic 2d kinetic typographic explainer videos.
→ YT Thumbnails for the videos, & multiple Social Media Designs.

Mar'2023-July' 2023
Freelance UI UX & Brand Designer
Axiom 360

→ Ideate, created & designed multiple brands for the company.
→ Worked on UI UX of all the brands websites.
→ Prepared & designed Business Proposals for them.
→ Carried out all the marketing content for Social Media Posts.
→ Designed high-end ad campaigns & daily social media posts.

Mar'2023-July'2023
Freelance Brand Designer
Classic Designs

→ Logo Retouching, Company Profile Design.
→ One Page Business Intro & multiple Textile look books Designs.

May'2018-Dec'2021
Freelance Graphic Designer & SM Manager

→ Acquired multiple clients locally & Internationally through PR & Freelance marketplaces
→ Did Diverse Graphic Design including: (Logo, Brand Identity, Catalogues, Print materials, Event Fabrications etc.)
→ Did Content & Copy Writing for all my clients.
→ Planned , Managed & Designed Multiple Social Media Pages.
→ Carried out multiple video editing & animations projects.

Jan'2020-Sept 2020
Graphic Designer & Teachers Surveillance Incharge
Fajr Academy

→ Planned & Designed Management stuff, Students Contests & Events.
→ Teachers Education & Surveillance (Primary Dept.)

Education

Started From Jan 2024
PGD in Metaverse User Experience Design (PGD)
Ned University of Engineering & Technology

2017-2018
Diploma in Multimedia Graphic Design
Institute of Business Administration (IBA)

2018-2019
Masters in Arabic Language & Literature
University of Karachi

2016-2018
B.A (Hons.) in Arabic Language & Literature
University of Karachi

Certifications

Foundations of User Experience (UX) Design
Google

Certificate in Freelancing
Digiskills

Certificate in Creative Writing
Digiskills

Languages

English
Native or Bilingual

Urdu
Native or Bilingual

Arabic
Professional Proficiency