

Khunsa Shafique

4+ years in UI/UX design, crafting user-first interfaces and systems. Detail-oriented with experience in user flows, layouts, and responsive design. Proficient in Figma and Adobe tools, focused on usability and accessibility.

UI/UX Designer | Based in Berlin, Germany (Eligible to work in Germany) | khunsashafiq770@gmail.com | +491638521092 | [linkedin.com/in/khunsashafique](#) | [behance.net/khunsas](#)

Work Experience

Memories Events

Dubai, UAE (Remote)
Jun 2025 - Current

UI/UX Designer

- Led the overall product design of a CRM platform developed for internal use and commercial launch as a subsidiary product.

Phaedra Solutions

Lahore, Pakistan (On-site)
Jan 2025 - Jun 2025

UI/UX Designer

- Led the design vision and revamped the entire website based on insights from 20 user tests, improving usability and visual consistency.
- Collaborated with stakeholders to identify user needs and restructure the site's information architecture.
- Built a scalable design system and created interactive prototypes to streamline design-to-dev handoff, cutting turnaround time by 40%
- Researched and redesigned key components using UX best practices and WCAG accessibility standards.

Aivolve Tech

Lahore, Pakistan (Hybrid)
Jul 2024 - Dec 2024

Freelance UI/UX & Motion Designer

- Built custom dashboards and design systems from scratch to enhance data visualization and user experience.
- Crafted explainer videos that showcase platform functionality and improve customer journeys through data-driven insights.

Emlen GmbH

Berlin, Germany (Remote)
Mar 2023 - Mar 2024

Marketing Designer

- Designed impactful ad creatives, achieving a 1.5% click-through rate and slashing cost per lead by 60%.
- Revamped Emlen's brand identity and launched a new website, resulting in a 12% reduction in bounce rate and a 20% increase in organic lead generation.
- Developed comprehensive sales enablement collateral, including pitch decks, one-pagers, data sheets, brochures, and product briefs, enhancing visual appeal and usability.
- Produced engaging social media campaign designs, driving a 40% increase in engagement KPIs through visually compelling content.

Decklaration

Lahore, Pakistan (Hybrid)
Aug 2021 - May 2023

Visual Designer

- Took the lead in designing multiple client projects within the realms of Fintech, Health tech, and Crypto.
- Worked on high-converting landing pages and responsive websites, achieving an average conversion rate increase of 20% across client projects in the Fintech and Health-tech sectors, leading to significant revenue growth.
- Created detailed brand guidelines and comprehensive design systems that contributed to a measurable improvement of 15% in website accessibility compliance.
- Generated over 50 high-quality social media posts for ad campaigns, along with weekly illustrated posts and GIFs for client blogs, enhancing brand engagement.
- Facilitated training sessions for internal teams, bolstering design capabilities and reducing turnaround time by 20%.

Education

Comsats University
Jun 2017 - Jul 2021

Bachelor of Design

Thesis: Made a 2D animated short film titled “The Rhythms of Nature” aimed at raising awareness on climate change and environmental protection.

Certifications

SCRUMstudy- Accreditation
Body for Scrum and Agile
Jan 2025 - Jan 2025

Scrum Fundamentals Certified SFC

Gained a strong foundation in agile principles, supporting clearer priorities, stronger team collaboration, and faster iteration cycles in design projects.

University of Virginia Darden
School of Business
Jun 2021 - Aug 2021

Design thinking for Innovation

Gained expertise in design thinking methodologies to drive innovation, including user-centered research, ideation techniques, and prototyping, enhancing the ability to develop impactful solutions.

Gymnasium.com (MOOC)
Jul 2019 - Jul 2019

Prototyping for Digital Products and Websites

Acquired skills in prototyping digital products and websites, focusing on wireframing, user testing, and iterative design processes.

Skills

- FigmaCreativityAdobe Creative SuiteWireframingLeadership
- B2B MarketingSaaSUser ResearchHTML/CSS