Contact

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Top Skills

UI/UX Design
Digital Art
Branding

Certifications

Basics of Python Programming
Digital Marketing
Online graphic designing course
Digital acceleration program by circle
AI For Everyone

Honors-Awards

Best Project For Contribution To Community
Stood First in IT dept as well as in whole faculty with 3.93 CGPA (Bachelors degree)
Gold & Silver Medals for Securing Highest Marks in Information Technology

Aasfa Saleem

Gold Medalist || Graphics & UI/UX Designing Trainer @SMIT || Project Manager || IT Engineer
Karachi Division, Sindh, Pakistan

Summary

I'm a passionate design professional with expertise in creating intuitive, user-centered designs that enhance user experiences. With a strong background in graphic design, I specialize in crafting visually impactful and functional designs for websites, apps, branding, and more. Additionally, I have 3 years of experience in content writing and marketing, helping brands tell compelling stories and drive meaningful campaigns. With 3 years of teaching experience in UI/UX and graphic design, I mentor others to excel in the field. I combine creativity, strategy, and usability to deliver designs that are both visually stunning and highly effective. Let's collaborate to bring your ideas to life!

Experience

S.M.I.T (Saylani Mass I.T Training)
Graphics and UI/UX Designing Trainer
August 2024 - Present (2 years 3 months)
Sindh, Pakistan

As a UI/UX and Graphic Design Instructor at SMIT, I lead classes focused on user interface and user experience design, equipping students with practical skills in wireframing, prototyping, and design software. My role involves creating a hands-on learning environment, mentoring students, and preparing them for the tech industry by developing their creative and technical abilities. I also provide personalized feedback and guide students in building professional portfolios.

Khudmukhtar Social Welfare Organization
Quality Assurance Engineer
January 2024 - August 2026 (2 years 8 months)
Sindh, Pakistan

OneSoft
Content Writer QA & ERP Specialist

July 2023 - January 2025 (1 year 7 months)

Pakistan

As a Content Writer QA & ERP Specialist at OneSoft, I created SEO-optimized content, including product descriptions, user manuals, Canva images, and videos, while collaborating with the team on blogs and tutorials. I conducted QA testing to ensure high-quality product releases, optimized ERP modules, and improved system usability. My efforts streamlined workflows, enhanced user engagement, and boosted customer satisfaction.

Bytewise Limited

UI Designer

June 2024 - September 2024 (4 months)

Sindh, Pakistan

Bored Panda

Social Media Manager

July 2023 - March 2024 (9 months)

United States

As a Social Media Manager at Bored Panda, I focused on growing social media accounts, especially Pinterest, by creating and scheduling engaging content. I developed strategies to boost audience growth, analyzed performance metrics, and ensured consistent branding across platforms. Using tools like Gmail and social media management platforms, I coordinated campaigns efficiently, resulting in significant follower growth, increased engagement, and a stronger online presence for Bored Panda.

RF training

Graphic Designing Instructor

September 2023 - November 2023 (3 months)

Pakistan

As a Graphic Designing Instructor at RF Training, I taught graphic design fundamentals and advanced techniques using tools like Photoshop, Illustrator, and InDesign. I developed engaging lessons, provided hands-on training, and helped students build portfolios. Offering feedback and assessing progress, I tailored lessons to individual needs, ensuring a thorough understanding of design principles and software.

Bytewise Limited

Project Manager

March 2023 - June 2023 (4 months)

Benazir Bhutto Shaheed Youth Development Program
Digital Marketing Specialist
November 2022 - April2023 (6 months)
Mehran University, Jamshoro

PRIDE OF MUET
Graphic Designer
December 2022 - February 2023 (3 months)
Mehran University, Jamshoro

Education

University of Sindh
Bachelors in Information Technology (BSc Hon’s) (2019 - 2022)