



Maria Khadim

UI/UX Designer

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Profile

I am a **UI/UX and Product Designer** with four years of experience specializing in translating complex business requirements into clear, efficient, and intuitive digital interfaces.

My expertise covers the **end-to-end design process**, beginning with **competitor analysis, UI/UX research, and storyboarding** to visualize user journeys. I then move to **user-flow optimization and wireframing**, leading directly to high-fidelity designs.

I am highly proficient in **Figma**, where I build and maintain scalable **Design Systems** using advanced features like **Components, Auto Layouts, and comprehensive prototyping**. My foundation in graphic design covers the **Adobe Suite (Illustrator, Photoshop)** for developing assets like logos, brochures, and pitch decks, ensuring robust brand consistency across all digital products. I focus on delivering functional, user-centric interfaces that support product adoption.

Professional Experience

11/2024 – Present
Dubai, United Arab Emirates

Kilopoints

Lead UI/UX Designer

- **Directed the full feature lifecycle** for web and mobile platforms, leading the design strategy from initial **storyboarding** and concept through to final implementation and launch.
- **Owned the interface design and information architecture** of the complex B2B **Partner Panel Dashboard**, translating requirements for Points Management, Reporting, and Staff administration into highly clear and usable interfaces.
- **Established and governed the product's Design System in Figma**, building reusable **Components, Auto-Layouts, and style guides** to ensure visual consistency and drive design-to-development efficiency.
- **Led core brand identity initiatives**, defining comprehensive brand guidelines, developing primary visual assets (logos, pitch decks), and ensuring cohesive branding across all materials.
- **Integrated motion and animation into the UI process**, producing engaging motion graphics (including Lottie) and video assets to enhance user engagement and demonstrate complex state changes.
- **Collaborated cross-functionally** with development teams to ensure technical implementation accuracy and **conducted UI/UX testing**, documenting detailed reports to assist in resolving design issues.

08/2022 – 10/2024
Lahore, Pakistan

Maillogic

Graphic Designer

- **Designed user-centric interfaces and layouts** for both web and email platforms, utilizing Figma to enhance user experiences and create intuitive structures.
- **Created highly engaging email templates** (promotional, transactional, and marketing) that focused specifically on **driving client engagement and conversion**.
- **Developed cohesive branding strategies** by integrating typography and modern design principles across social media, logos, and promotional materials.
- **Ensured brand consistency** across all digital touchpoints by specializing in visually appealing designs using Adobe Illustrator and Photoshop.

- **Optimized and edited visual assets** to increase customer engagement, ensuring designs remained current and impactful by staying aligned with the latest market trends.
- **Managed and curated content** for social media platforms, collaborating closely with marketing teams to execute creative strategies and maintain a consistent brand identity.

Education	
11/2020 – 06/2024 Lahore, Pakistan	Bachelor of Computer Science (BSCS) Government College University

Skills		
Design Process & Strategy • Competitor Analysis & UI/UX Research • Storyboarding & Wireframing • Usability Testing & Reporting • Conversion Rate Optimization (CRO)	Core UI/UX & Figma • Figma (Expert, Advanced Prototyping) • Design Systems (Components, Auto Layouts, Styles) • UI/UX Design • User Flow & Information Architecture	Visual Design & Branding • Adobe Illustrator & Photoshop • Logo & Brand Identity Design • Typography & Color Theory • Pitch Deck Design
Motion & Digital Media • Adobe After Effects • Lottie Animation Export • Animation & Motion Graphics • Video Editing		

Certificates
Graphic Designing (UI/UX) (NAVTTTC)  Through my certification in Graphic Design (UI/UX), I gained expertise in color theory, typography, and design principles. I also developed hands-on skills in tools like Illustrator, Photoshop, Figma, and Adobe XD, enabling me to create visually impactful and user-friendly designs.

Projects
KiloPoints (Loyalty Program as a Service - LPaaS) Senior UI/UX Designer Lead, Information Architect • Directed the design strategy for a full Loyalty Program as a Service (LPaaS) ecosystem, including a partner administration panel, consumer mobile application, and related e-commerce systems. • Architected the complex Partner Panel Dashboard, translating extensive B2B loyalty logic (Earning Rules, Pending Duration, Scanner Staff Administration) into a highly clear and efficient management interface. • Led the design of the user-facing mobile application, optimizing the user experience (UX) to drive customer adoption and streamline point issuance, redemption, and feature navigation. • Ensured unified brand and design systems across the core loyalty platform and its interconnected ecosystem (SKU Platform, Paygez Marketplace), maintaining visual consistency and scalability.
Signtalk Communication Beyond Words with Real-Time Sign Interpretation Designed user-interface for a innovative video chat application aimed towards enabling mute individuals more accessible communication by real-time sign language interpretation during video-conferences.
Pak Thai Restaurant Designed a sleek, minimalistic website using Figma, enhancing the online presence and customer interaction for Pak Thai Restaurant.
ASTI Academy Media Campaign Designed social media posts, story graphics, brochures, flyers, and advertisement posters to maintain brand consistency and engage audiences.