Usama Zahid

Brand & Product Designer

> " People ignore design
> that ignore people. "
>
> Frank Kimero

I solve problems through design. Over the past 6 years, I've worked with startups, agencies, and established businesses to create digital products and brand identities that drive real business results. I specialize in UI/UX design, brand strategy, and increasingly, web development and digital marketing. My approach is simple: understand the problem, ask the right questions, and deliver solutions that actually work. I don't just make things look good. I make things that help businesses grow, serve users better, and stand out in competitive markets. Right now, I'm building my practice as a full-spectrum creative professional who bridges design, development, and strategy.

Email
usamazahidxyz@gmail.com

Website
https://usamazahid.design

Phone
(+92) 321 8870144

Address
Kot Abdul Malik, Lahore

Socials

Instagram
@usamazahid.xyz

Bedance
www.behance.net/pdd045

Twitter
@usama2017a

Linkedin
usamazahid-xyz

Languages

🇬🇧 **English**
Fluent

🇵🇰 **Urdu**
Native speaker

Experience

2024-Present 📍 Lahore
Sr Ui/Ux Designer
Pakalign Studio

Leading UI/UX initiatives across product design, brand identity, and social media campaigns. Collaborating with cross-functional teams to deliver user-centric and visually consistent digital solutions.

2023 - 2024 📍 Lahore
Sr Ui/Ux Designer
Vieapps Studio

Managed a small design team while overseeing UI/UX for mobile applications. Focused on creating seamless user journeys and improving product functionality through post-production enhancements.

2021 - 2023 📍 Lahore
Ui/Ux Designer
Cross code

Designed intuitive interfaces for mobile platforms and contributed to product refinement in post-launch stages. Collaborated closely with developers to implement smooth, responsive user experiences.

2017 - 2021 📍 Lahore
Jr Designer & Ui Designer
K-Tale & Uncle Fixer

At K-Tale, crafted UI for mobile games and supported post-production design efforts. At Uncle Fixer, developed 2D animations for marketing campaigns and designed user interfaces for mobile and web apps with a strong focus on clarity and brand consistency.

Latest projects

ERP Ui/Ux Design
I design ERP Software for Petrozen Gas LPG Trading company.

🔗 **Petrozen ERP Ui/Ux**

Strong Rental Car Web & App
Solved Problem of Booking car and Summarized just in 3 steps.

🔗 **Behance**

Education

School of Motion
Animation Bootcam
Oct 2021

Coursera
Google Ui/UX
Nov 2020

The Futur
Typography & Layouts
Dec 2020

Coursera CAL Art
Specialization In Graphics Design
May 2019

CUI Lahore
Bs Physics
Sep 2016 - july 2020

Skills

🎨 **Design**

User Experience	User Interface
Web Design	Mobile Design

Brand Identity	Motion Design	Marketing Campaign Designs

<> **Tools & Other Skillls**

Adobe Suites	Figma
Slack	HTML

CSS	BootStrap	Tailwind