

Ariba Asif

ariba.asif.aziz.001@gmail.com
(+92)3337545935/ (+92)3461201605

EDUCATION

Indus Valley School of Art And Architecture Undergraduate (BFA)

January 2021 - December 2024, Karachi, Pakistan

Graduated with 3.22 GPA, demonstrating a strong foundation in fine art principles and practices.

Google UX Design Certificate

June 2025 - August 2025, Online

Completed a rigorous training designed for entry-level job readiness. 15 modules included topics like: UX research fundamentals, inclusive design, low-fidelity and high-fidelity prototypes, and tools like Figma.

Coursera No-Code Glide Certificate

June 2025 - June 2026, Online

Completed a certification in building no-code mobile applications using Glide and Google Sheets, focusing on app design, data management, and workflow automation.

EXPERIENCE

UI/UX Designer Vconn Pvt Ltd

February 2026 - Present

Collaborated in stakeholder meetings, translated UI designs into functional HTML, CSS, and JS implementations, and enhanced overall Vconn's website usability and visual consistency.

UI/UX Design Intern Vconn Pvt Ltd

November 2025 - February 2026

Designed and delivered user-centered digital experiences during a three-month internship by creating 20+ website wireframes, redesigning and improving the attendance app dashboard interface, and **developing a subsidiary company's landing page that was approved by the team.**

Freelance Illustrator (Self-employed)

February 2025 - October 2025

Developed and illustrated custom visuals and character art for client commissions, successfully meeting specific project requirements and deadlines.

Product Designer and Illustrator Intern Tali Karachi

June 2024 - August 2024

Designed and illustrated new products for Tali Karachi, working closely with the traditional crafts of Sindh. **Developed new branding and marketing designs** to enhance the product line's market appeal.

SKILLS

Technical

Figma // Google Slides // Adobe Photoshop // Adobe Illustrator // Procreate // MS Office // HTML // CSS // JS (Basics for UI/UX Designer)

Design

User research // Wireframing // Usability studies // Presentation // Prototyping in Figma // Canva

Collaboration

Communicative // Gives design critique + feedback // Strong presenter // Detail-oriented