

Aisha Burki

User Experience Designer

UX/UI Designer with hands-on experience delivering end-to-end digital products across healthcare, e-commerce, and SaaS. Skilled in creating responsive, user-centered interfaces for both web and mobile platforms. Experienced in leading visual design, user flows, and design systems across early-stage startups, small businesses, and growing teams.

📞 +92 323 5179987

✉ ar.burki7@gmail.com

🌐 aishaburki.framer.website

Experience

Creoforma / UX/UI Designer

JULY 2023 - PRESENT / Islamabad, Pakistan (Remote)

- Led the **UX/UI design** and **branding** for **Symptiq**, a **SaaS healthcare platform** with dashboards for both **patients** and **doctors**.
- Delivered **fully responsive** brochure websites and e-commerce platforms for **small businesses**, **SEO-optimized** and focused on **converting users**.
- Collaborated closely with **stakeholders** to align **design strategy** with **business goals**, ensuring measurable outcomes.

Centrox / UX/UI Designer

APRIL 2021 - JUNE 2023 / Islamabad, Pakistan

- Sole designer for **Instacured**, a **healthcare platform** featuring patient and provider apps, an admin dashboard, and end-to-end **branding**.
- Designed **Rankpage**, a niche social platform featuring a **responsive web app**, **mobile app**, and a **Facebook widget** for sharing ranked content.
- Briefly supported a **fintech project**, conducting **industry research** and designing early UI concepts for **ETF trading** and **cryptocurrency portfolios**.
- Created **concept UIs** for product proposals under **tight deadlines**, helping secure stakeholder buy-in.
- Collaborated in weekly sprint reviews with **developers and clients** in a fast-paced, iterative environment.
- Maintained **visual consistency** and scalability across **design systems**.

Remerse / Graphic Designer

JANUARY 2021 - MARCH 2021 / Islamabad, Pakistan (Remote)

- Created **UX/UI concepts**, **email visuals**, and **social media graphics** to support marketing campaigns and product ideas.
- Maintained the company's **Behance portfolio** and contributed to **branding and identity design**.

Education

Bahria University / BSc Computer Engineering

Islamabad, Pakistan

Skills

Design

User Flows • Site mapping • Information architecture • Sketches •
Low-fi/High-fi wireframes • Rapid iteration • Interaction design • Prototyping •
Responsive Design • Design systems & Component libraries • Accessibility
(WCAG guidelines)

Research

User research • Heuristic evaluations • Competitive & comparative analysis •
A/B testing • User journey mapping • User personas • Usability testing • Affinity
diagramming

Collaboration

Agile workflows • Stakeholder collaborations • Facilitating design reviews •
Cross- functional collaboration & support • Development handoff

Tools

Design

Figma (Auto Layout, Variants, Prototyping) • Adobe XD • Photoshop • Illustrator
• Canva

Collaboration

Slack • Trello • Jira • Miro • JIRA • Google Workspace

Documentation & Handoff

Zeplin • FigJam • MS Office