ABDUL BASIT **CHHIPA**

UI/UX Designer — Enterprise & SaaS Platforms

UI/UX Designer with 4+ years of experience designing enterprise, public-sector, and SaaS platforms. Specialized in complex dashboards, system-driven workflows, accessibility, and scalable digital products. Strong background in collaborating with cross-functional teams to translate operational requirements into intuitive user experiences.

WORK EXPERIENCE

HTech, Khi— *UI/UX Designer*
June 2024 - Present

- Designed the **TRACS (Traffic Regulation & Citation System)** dashboard UI for a large-scale public-sector traffic authority, focusing on real-time violation monitoring, operational workflows, and data visualization.
- Revamped public-sector institutional websites with modern, responsive design, improving accessibility, information architecture, and usability.
- Designed a Safe City platform dashboard integrating real-time surveillance feeds, data visualization, and role-based access, supporting large-scale urban security operations.
- Redesigned the **GCS Pvt. Ltd**. corporate website to improve information architecture, service clarity, and responsiveness.
- Supported UX initiatives with brand-aligned visual assets and marketing creatives, ensuring consistency across product, web, and communication touchpoints

Arelith Solutions, Khi— *UI/UX Designer*
Aug 2022 - May 2024

- Led redesigns of client websites to enhance usability and engagement using user-centric methodologies.
- Conducted UX research, translated findings into wireframes and prototypes, and collaborated cross-functionally to implement user feedback.
- Drove innovation within the design team and mentored junior designers.
- Collaborated on visual and brand components where required to support product experience and client communication.

Alsons Industries Pvt. Ltd, Khi— *Trainee Engineer*
Nov 2021 - July 2022

- Developed frontend for LED Bulb software at Phillips Department; supported internal IT functions.

CONTACT DETAILS

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SKILLS

Professional

- Usability Testing
- User Research
- Interaction Design
- Wireframing
- Prototyping
- Information Architecture
- Competitor Analysis
- Accessibility (WCAG)
- Dashboard & Data-Driven UX
- Enterprise Platform Design

Tools

- Figma
- Adobe XD
- Miro
- Adobe Creative Suite

CERTIFICATIONS

Principles of UX/UI Design- Meta
Coursera I 2025 (ongoing)

Google UX Design Certificate
Coursera I 2024

Graphic Design Course
SMIT I 2019

LANGUAGES

- English
- Urdu

EDUCATION

UIT - NED University of Engineering & Technology
Sep 2016 - Dec 2020

Bachelor of Software Engineering