

Design Portfolio

by ABL.



I'm **Abdullah**, Digital Product Designer & UX Specialist based in Pakistan.

I bridge the gap between business goals and human needs, using my curiosity to discover valuable insights while creating extensively thought-out experiences! With a strong background in UX/UI design, I believe in iterative hands on processes and a human-centric design approach. My work ranges from strategic planning and rough prototyping in early stages to creation of a visual design language that increases both the brand and the product value.

Bachelor's of Computer Arts

08-2014 - 2019-01
4.5 Years

College of Media & Arts

Major field of studies: UX UI Design, Media Psychology, Media Branding, Packaging, Photography, Project Planning and Research.

Diploma in Multimedia

06-2005 - 2008-05
3 Years

Arena Multimedia

Diploma Grade: 1 (on a scale of 1-5 with 1 being the highest score achievable). Major field of studies: Illustration, Photo Manipulation, Editing and Videography, 3D Modeling and Rendering.

Strategy, design and a bit of magic



UNDERSTAND



Product Strategy
UX Strategy
Design Sprint



CREATE



UX/UI Design
Information Architecture
Brand Guideline



CHALLENGE



Prototyping
User Testing
Iteration

Skills & Applications I preferred to craft



Figma

5+ Years of Exp.



Sketch

5+ Years of Exp.



XD

5+ Years of Exp.



Illustrator

15+ Years of Exp.



Photoshop

15+ Years of Exp.



Dreamweaver

12+ Years of Exp.



After Effect

6+ Years of Exp.



HTML

15+ Years of Exp.



CSS/SCSS

15+ Years of Exp.



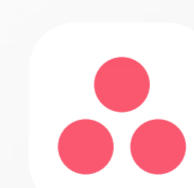
Jira

10+ Years of Exp.



Miro

5+ Years of Exp.



Asana

10+ Years of Exp.

Work for the Best



I spent my starting couple of years as a graphic designer at Newsoftwares.net, a product-base software house in Pakistan. Later, I joined multi-national company "Folio3" to build an award- winning apps, games and websites from scratch. **Now I consult companies to help them launch successful products, grow their business and run design sprints to solve big problems!**

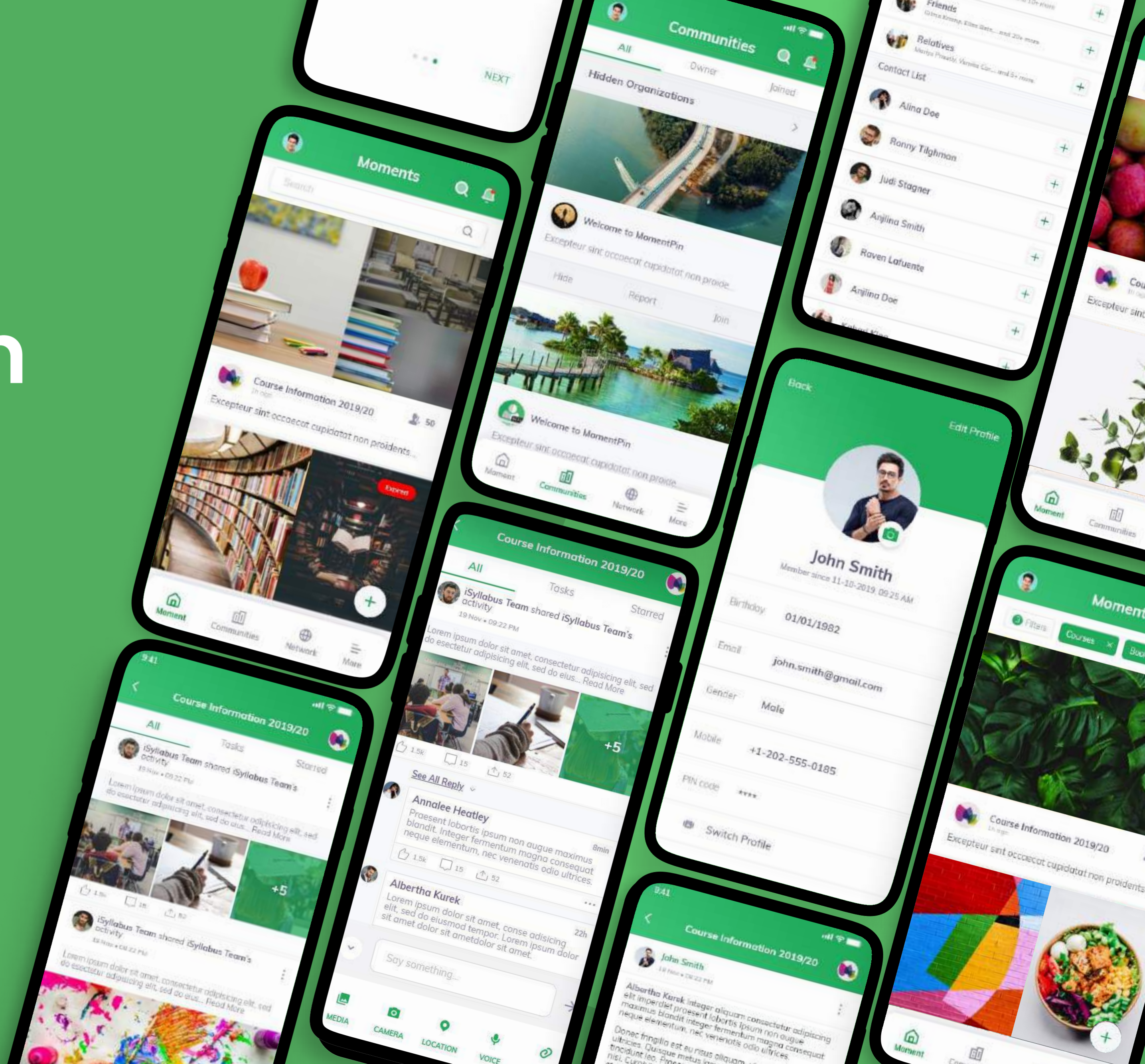
I have worked for and with awesome clients such as **Allivet, Dimitra, Folio3, Newsoftwares, Raw Marketing, Decojent, Nexdegree,** and more.

Selected **Portfolio**

Momentpin

Momentpin is the world's first parent, guardian-protected network.

[View Case Study](#)



samadhi

A Yoga institution in UAE providing elite class of Yoga services and healthcare product.

[Visit Website](#)



Hello! Welcome to Samadhi

At Samadhi, we strive to provide best-in-class yoga classes, wellness, self-care and nourishment experiences. We created a sacred space where everyone feels special, welcome, and cherished.

This is a "3rd place" where people can come together, flow together, and grow together.

And our passion lies in guiding individuals on a transformative journey of self-discovery, where through fostering self-love, we strive to make the world a better place ... one person at a time.

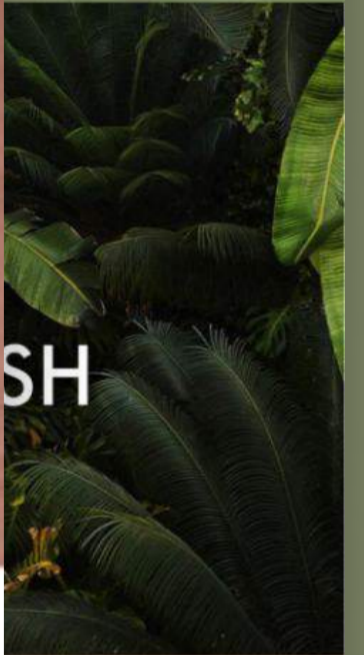
[JOIN OUR JOURNEY](#)

What We Offer

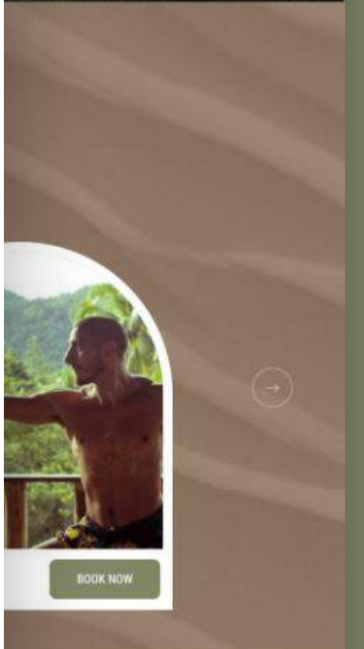


Merchandise

Offers a curated selection of quality products from trusted brands, carefully chosen to complement the Samadhi experience.



SH



BOOK NOW

Airpay

A New Vision to Delegate
and Split Expenses

[View Case Study](#)





A digital pet pharma provider, offering pet prescription, pet foods and pet health solutions to industry partners across the pet economy.

[View Case Study](#)

Visit Website
<https://www.awlpetmeds.com/>

AWL PET MEDS
POWERED BY ALLVET

Why white label The AWL Solution About Us Contact Us

Partner with the Leading Digital Pet Pharmacy Provider

Our mission is to offer the best options to improve your pet's health & lifespan.

[Learn more](#)

Customized PetRx Website

Select from a range of front-end & back-end website solutions customized to meet your brand and business needs. From a fully tailored pet prescription website. The website will be operationalized to offer a selected range of Rx and OTC products.

AWL has a PetRx Website service to suit your industry position.

DropShip Solution

We also have an integrated DropShip solution: a service to remove the hassle of procurement and inventory management.

[Learn more →](#)

Pharmacy Supply Chain

We also have an integrated DropShip solution: a service to remove the hassle of procurement and inventory management.

[Learn more →](#)

Prescription Management

We also have an integrated DropShip solution: a service to remove the hassle of procurement and inventory management.

[Learn more →](#)

Facilities

ized to meet your brand
The website will be
products,
position.

Health

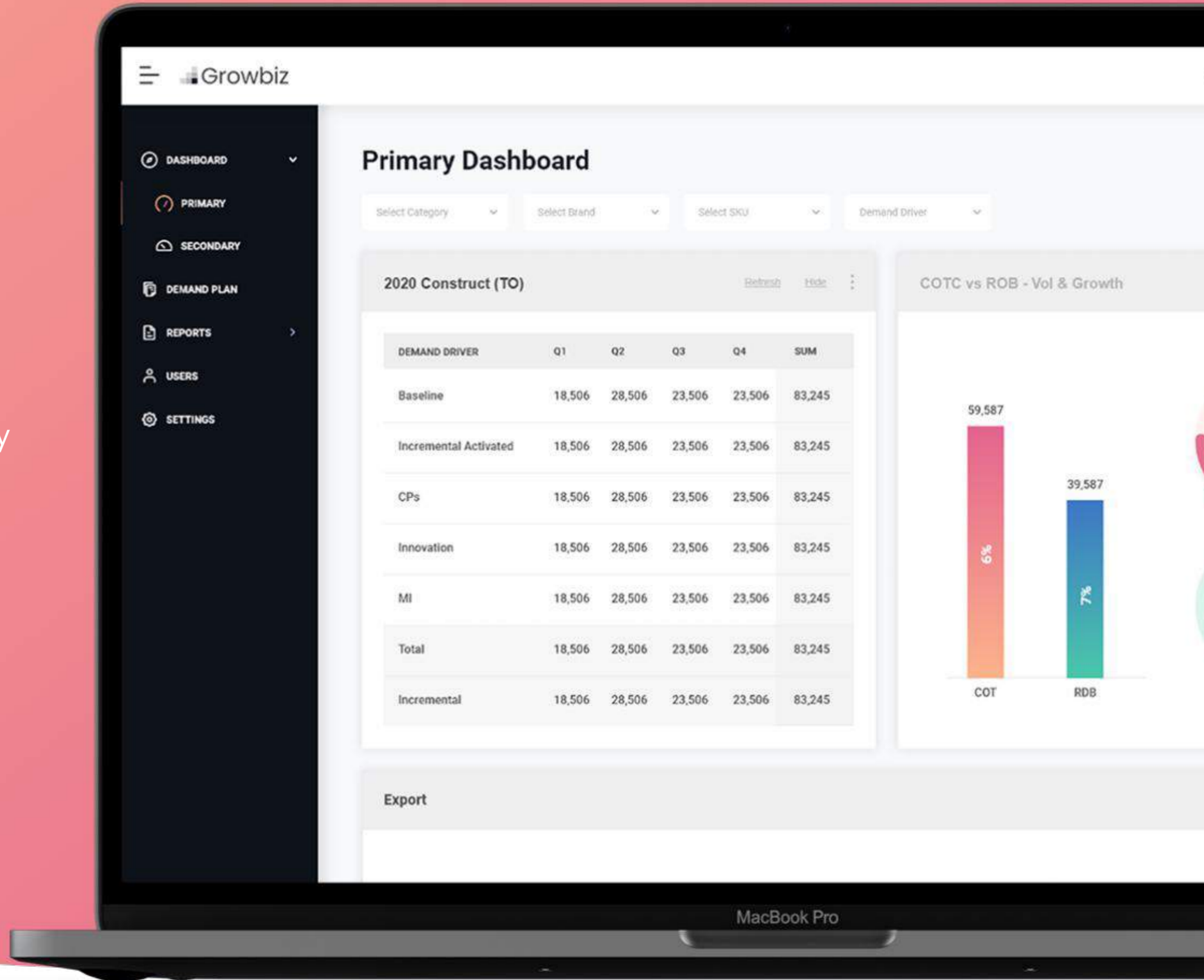
ine tool for customers to seek
mediate advice from fully
-call Veterinarian

AWL is licensed in all 50 states to offer pet pharmacy services.

Growbiz

Manage Sales, Forecast Plan Accordingly

[View Case Study](#)





EdgeQ is known for hoovering 5G-based station on a chip through technology, software-defined physical layer, and a focus on AI.

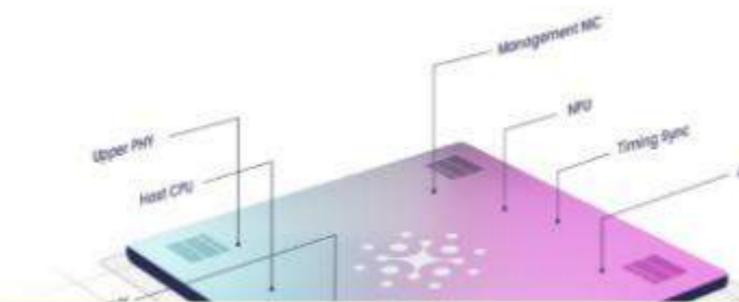
[View Case Study](#)

Visit Website
<https://www.edgeq.io/>



Software Programmability meets **Low Power**

Base Station-on-a-Chip
Massively integrated | Small cell | O-RAN Macro Base Station



Massively integrated **4G + 5G**

Field deployable, customizable physical layer.

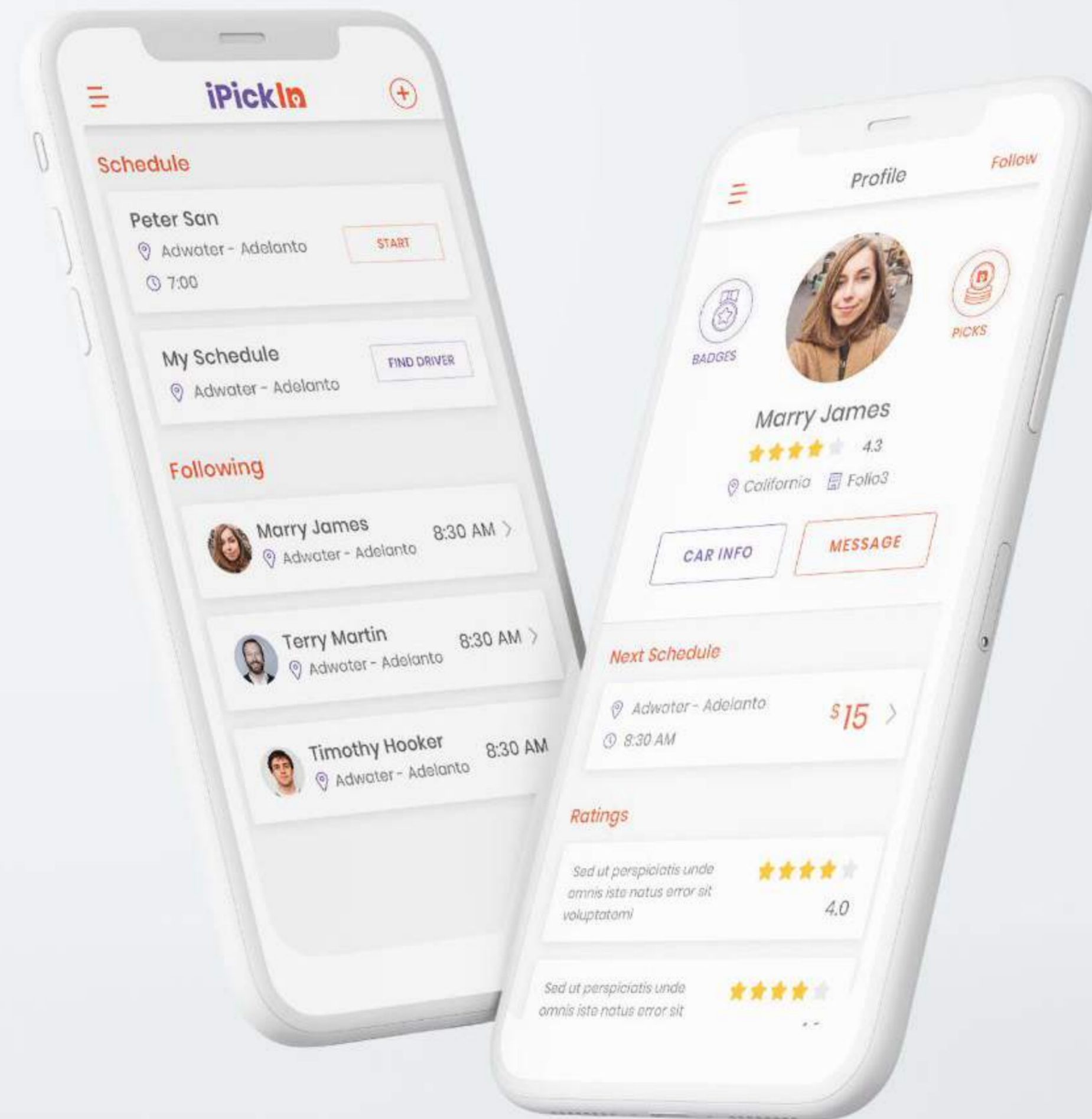




iPickIn

Car Pooling, Commute
Ride, Enjoy every bit of
traveling.

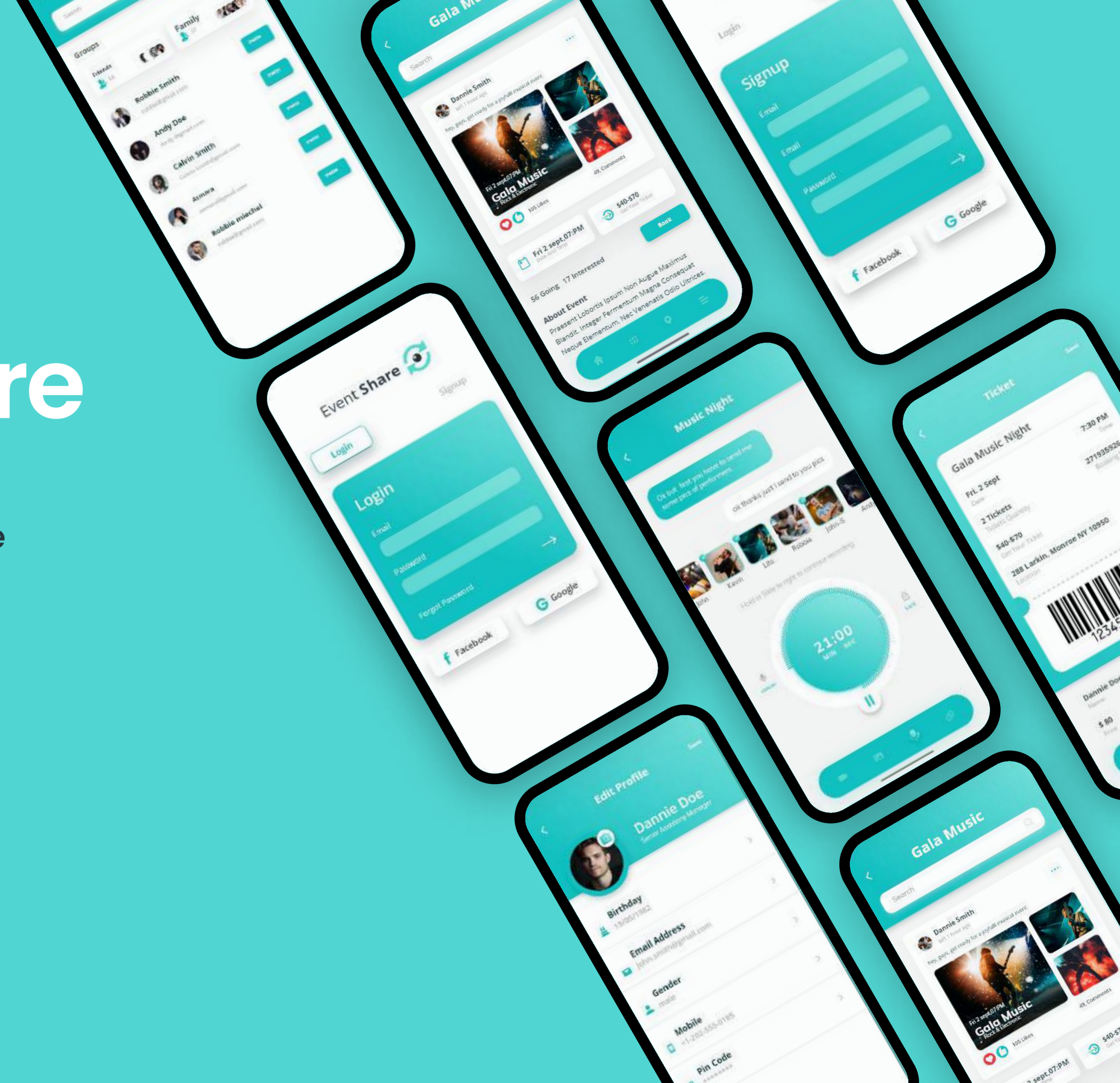
[View Case Study](#)



Event Share

Eventshare is the best choice for online and in-person event scheduling.

[View Case Study](#)



Thanks For Watching

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