Talha Butt.

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Portfolio: https://talhabutt.site/

Hi, I'm Talha. I'm a designer by choice and an engineer by qualification and a generalist at heart. I've spent the past few years designing digital products that are clear, useful, and visually honest.

I care deeply about how things look and how they make people feel. For me, good UI design is about clarity, balance, and making the experience easy without saying too much. I've worked on SaaS & web apps, dashboards, landing pages, design systems, and internal tools. I've also made sure my designs are accessible and thoughtful for everyone who uses them.

I'm always learning, always improving, and always trying to create work that feels simple, kind, and human.

Experience

Upwork | Remote — Saratoga County, NY, USA
UI/UX Designer | Web Designer | UX Auditor | CRO Expert (Freelance)
Mar 2025 – Present

Skills: Visual Design, UI/UX Design, CRO, Accessibility, Layout & Composition, Typography, Branding.
Tools: Figma, Elementor, Wordpress, Canva, Chat GPT, Lovable AI, Zoom, WebAIM Contrast Checker, Google Analytics, Microsoft Clarity.

As a freelance visual and product designer, I worked on projects that combined UI clarity with strategic performance goals.

- Created visually cohesive and responsive UIs for landing pages, dashboards, and e-commerce screens aligned with modern web standards and branding.

- Crafted branded visual assets including social graphics, hero sections, iconography, and mobile-first designs for various client projects.

- Conducted visual audits to address contrast issues, layout hierarchy, and branding inconsistencies using WCAG 2.2 and best design heuristics.

- Delivered polished UI mockups using typography, color theory, and spacing techniques that enhanced engagement and supported CRO goals.

- Regularly communicated with clients via Loom walkthroughs and Figma to justify visual

decisions and align on brand tone.

Start My Business | Remote — London, UK
UI/UX Designer | Web Designer (Contract)
Feb 2025 – Feb 2025

Skills: UI Design, Visual Communication, Responsive Design, Brand Identity, UI Design, Accessibility, Marketing Collateral.
Tools: Figma, Canva, WordPress, Chat GPT, Jira, Microsoft Teams, WebAIM Contrast Checker.

Focused on visual refinement of the company's digital presence through accessibility-compliant and marketing-oriented design work.

- Redesigned landing pages with clear visual hierarchy, strong typography, and vibrant CTAs to align with business goals and improve readability.

- Developed marketing materials such as promotional banners, certificate templates, and brand-consistent internal visuals.

- Applied contrast, color balance, and accessible font sizing to improve design readability across screen types.

- Contributed to overall design cohesion by aligning UI and visual content with the company's voice and visual style guide.

Cinqd | Remote — Brentford, England, UK
UI/UX Designer | Product Designer (Full-Time)
Oct 2023 – Feb 2025

Skills: Visual Design, Product Design, UX Design, UI Systems, Branding, Marketing Collateral, Layout Design, Design Systems, Accessibility, Systems Thinking, Cross-functional Collaboration.
Tools: Figma, Canva, Chat GPT, Microsoft Teams, Jira, Canva, FigJam.

At Cinqd, I contributed to both product and brand design efforts, developing UI systems and high-quality visuals used across multiple business functions.

- Led visual and UI design for the CRM, Proposals, HR and Analytics modules, focusing on UI design, color palette, typography, and clean layout composition.

- Produced marketing assets including brochures, event templates, and internal recognition material to align internal brand tone.

- Delivered visually rich dashboards and component libraries with consistent grid structures, spacing rules, and contrast compliance.

- Contributed to and updated the Cinqd Design System based on evolving product requirements - refining component libraries, updating tokens, and ensuring cross-module consistency.

- Acted as a visual bridge between product and marketing, ensuring the brand identity was reflected across modules and public-facing pages.

- Applied WCAG 2.2 design checks to enhance accessibility while maintaining aesthetic polish.

Upwork | Remote — Lahore, Punjab, Pakistan
User Experience Designer (Freelance)
Apr 2023 – Oct 2023

Skills: Visual Design, UI/UX Design, User Research, Accessibility, Usability Testing, Design Systems, User-Centered Design, Interaction Design.
Tools: Figma, Canva, Zoom.

Worked on small- to mid-scale design projects with an emphasis on UI clarity and reusable visual systems.

- Designed full websites and component-based UI kits, incorporating scalable color palettes, button styles, typography hierarchies, and grid systems.

- Built marketing visuals and mobile mockups with strong attention to layout rhythm and device responsiveness.

- Delivered polished visual prototypes and walkthroughs to align clients on look, feel, and branding decisions.

- Conducted usability testing to iterate on spacing, button visibility, and image placements.

Fiverr | Remote — Lahore, Punjab, Pakistan
User Experience Designer & Researcher (Freelance)
Dec 2022 – Apr 2023

Skills: UX Design, UI Design, Accessibility, UX Research, Usability Testing, Mobile App Design, Behavioral Design.
Tools: Figma, Canva, Zoom, WebAIM Contrast Checker.

On Fiverr, I collaborated with clients to design accessible and high-converting mobile apps and

landing pages by applying user-centered and inclusive design principles.

- Delivered mobile app and landing page UIs with crisp iconography, thoughtful color use, and optimized font pairings to increase retention.

- Applied visual persuasion principles like urgency and focal point design while ensuring brand consistency.

- Designed promotional graphics, hero images, and app walkthroughs with a focus on clarity and visual impact.

- Created end-to-end prototypes showcasing animations and interactive transitions for client approval and handoff.

Education

2017 - 2021 | *Bachelor of Science - Software Engineering* **|** *COMSATS University Lahore, Pakistan.*

2015 - 2017 | *Intermediate - Pre-engineering* **|** *Forman Christian College, Lahore, Pakistan.*

Certifications

- **Enterprise Design Thinking – Team Essentials for AI** – IBM *(2025 – Present)*

- **Enterprise Design Thinking Practitioner** – IBM *(2024 – Present)*

- **Data-Driven Product Research and Design** – LinkedIn *(2024 – Present)*

- **Design Psychology: Master the Art and Science of UX Design** – LinkedIn *(2024 – Present)*

- **Hands-On with Design Systems** – LinkedIn *(2024 – Present)*

- **How to Speak So People Want to Listen** – LinkedIn *(2024 – Present)*

- **Using AI in the UX Design Process** – LinkedIn *(2024 – Present)*

- **Create High-Fidelity Designs in Figma** – Coursera *(2023 – Present)*

- **Conduct UX Research and Test Concepts** – Coursera *(2023 – Present)*

- **Build Wireframes and Low-Fidelity Prototypes** – Coursera *(2023 – Present)*

- **Start the UX Design Process: Empathize, Define, Ideate** – Coursera *(2023 – Present)*

- **Foundations of UX Design** – Coursera *(2023 – Present)*

Core Skills

- **UI/UX Design & Prototyping**

- **Product Design**

- **Product Thinking**

- **Design Thinking**

- **Lean UX**

- **Cross-functional Collaboration**

- **Data Analytics**

- **Conversion Rate Optimisation (CRO)**

- **UX Audits & Heuristic Evaluation**

- **UX Research & Strategy**

- **A/B & Multivariate Testing**

- **Data-Driven Design**

- **User Psychology & Persuasive Design**

- **Visual Design & Accessibility (WCAG 2.2)**

- **Design Systems**

- **Figma, Figjam, WordPress, Notion**

- **Google Analytics, Microsoft Clarity**

- **Client Collaboration & Communication**

- **User Research & Usability Testing**