

# AMNA RIYAS

## UI/UX & VISUAL DESIGNER

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### SUMMARY

Creative UI/UX Designer with a background in front-end development and a passion for intuitive, user-centered design. Skilled in wireframing, visual storytelling, and interactive prototyping using Figma, with experience collaborating on web and mobile design projects for events, startups, and communities. Adept at translating complex ideas into seamless and engaging user experiences.

### SKILLS

- UI/UX Design:** User Flows, Wireframing, High-Fidelity Mockups, Prototyping, Design Systems
- Tools:** Figma, Adobe Photoshop, Illustrator, GitHub
- Web Design:** Responsive Layouts, Accessibility, Visual Hierarchy
- Front-End (supporting skill):** React.js, HTML, CSS, TypeScript

### PROJECTS AND EXPERIENCE

#### UI/UX Designer - Conversion AB

- Contributed to UI/UX tasks for product design workflows including layout systems, mockups, and usability improvements for e-commerce features.

#### TEDx Farook College Design Lead

- Led the design direction, branding, and digital visual content for TEDx's official events and campaigns

#### Freelance Designer & Creative Developer

- Designed brand identities, motion graphics, and websites for clients across events, retail, and digital platforms.
- Specialized in translating brand stories into engaging, user-friendly digital experiences.

### LEADERSHIP & COMMUNITY ENGAGEMENT

- TEDx Farook College – Design & Social Media Lead:** Led branding & outreach for Season 2.
- TinkerHub Farook College – Campus Lead:** Facilitated tech events, design sprints & workshops
- Fed Talk – Designer:** Created promotional graphics & visuals
- TinkerHub Media Team – Graphic Designer:** Designed content for student tech initiatives.
- Class Representative:** Coordinated student-faculty engagement & academic initiatives.

### EDUCATION

Farook College (2022 - 2025)

**BSc. Computer Science**

#### Certifications:

- Google UI/UX Design Specialization
- DeepLearning.AI Machine Learning (for context in smart UX tools)

### ADDITIONAL INFORMATION

- Languages:** English & Malayalam (Fluent), Hindi and Arabic (Basic)