

ATEEQ HUSSAIN

UI/UX & Digital Product Designer

ateeq@paradigmdesigns.co.uk

+44 (0) 73562 29948

United Kingdom

www.paradigmdesigns.co.uk

[Linkedin.com/in/ateeq-hussain](https://www.linkedin.com/in/ateeq-hussain)

Portfolio



VIEW MY CV ONLINE

Digital Design

01



Prophetic Path App

PROJECT GOAL:

To design and develop a mobile application that delivers a structured self-development experience through guided mentorship and practical tools. The aim was to create an intuitive and engaging platform that allows users to track habits, access learning resources, and stay connected with the Prophetic Path community. The app needed to combine functionality with a clean, modern interface to appeal to a wide audience.

CLIENT:

Prophetic Path

APPLIED SKILLS:

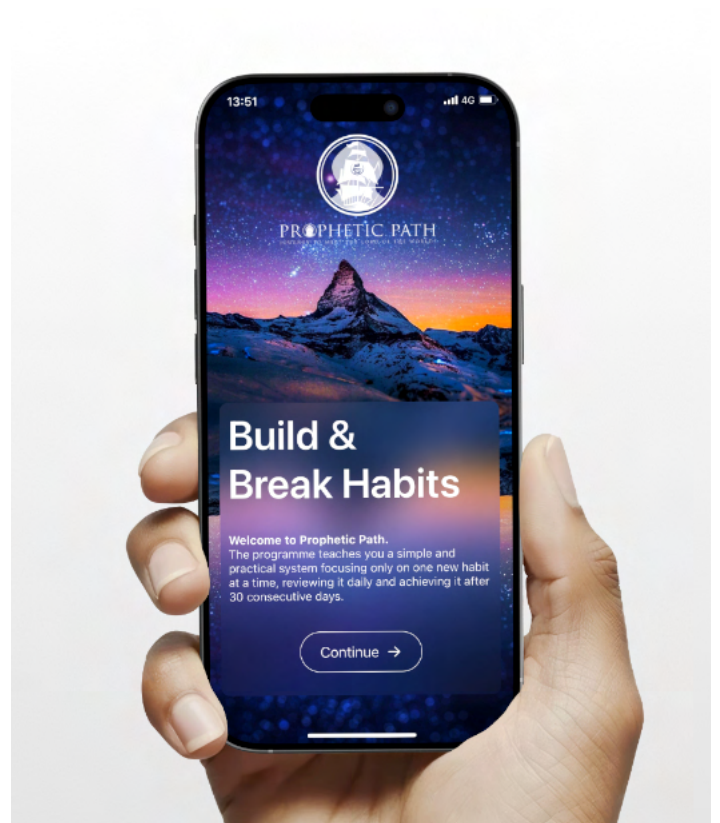
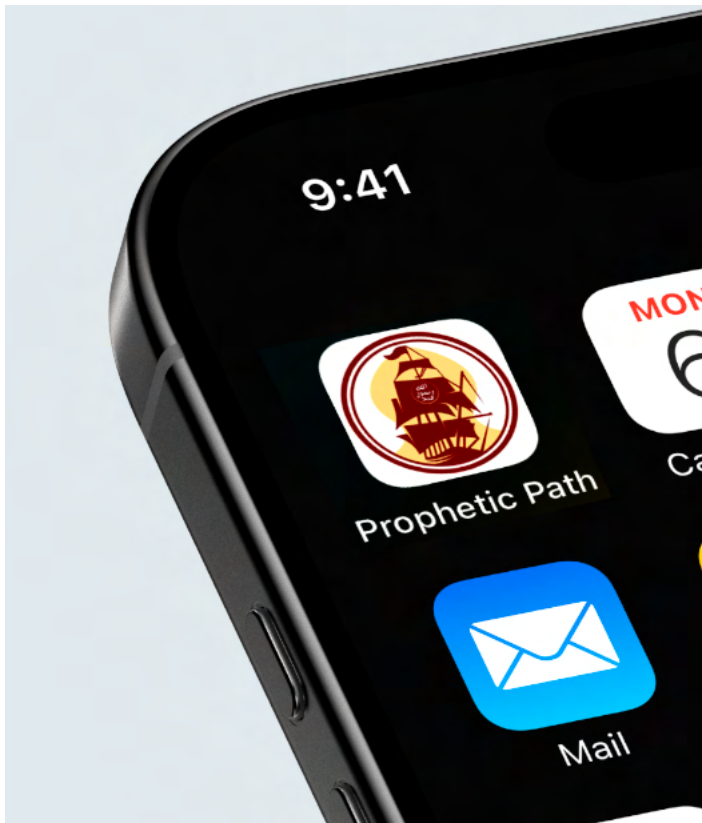
UI Design, UX Research, Wireframing, Prototyping, Visual Design, Typography, Mobile App Design, Web Design, Web Development.

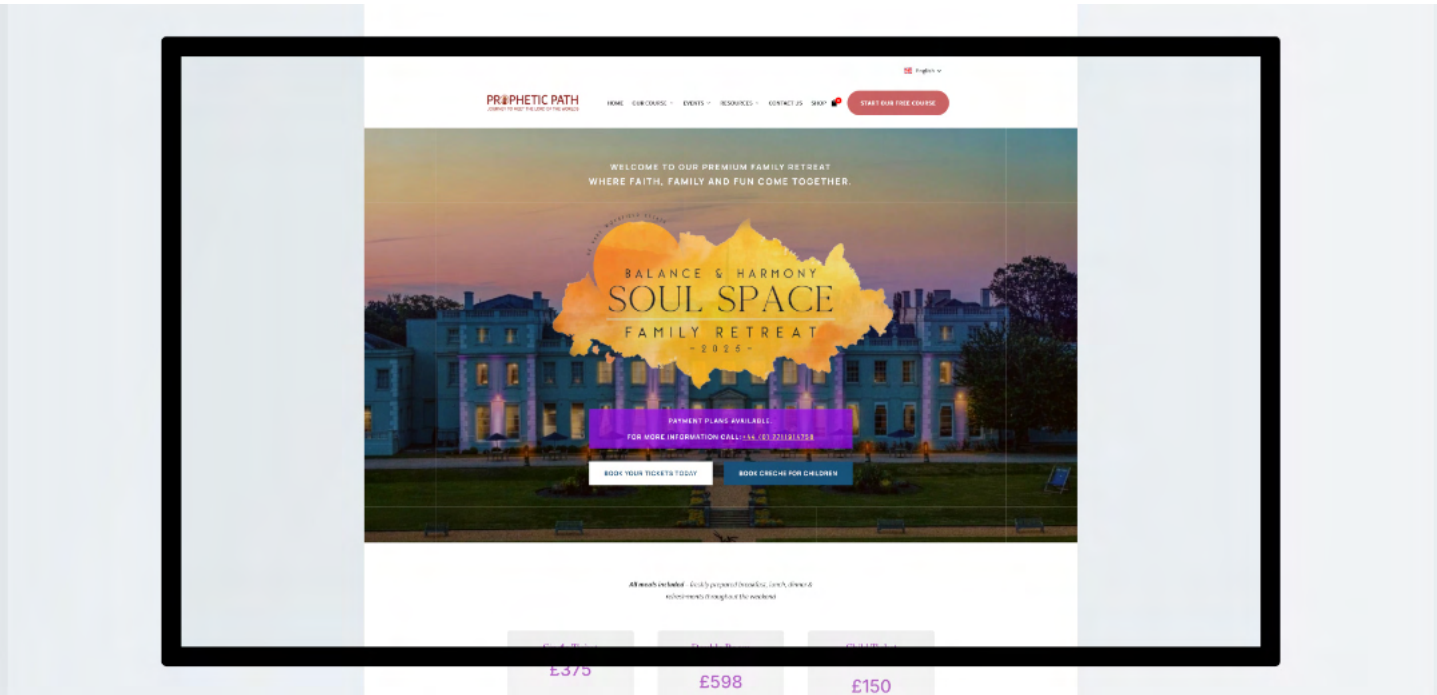
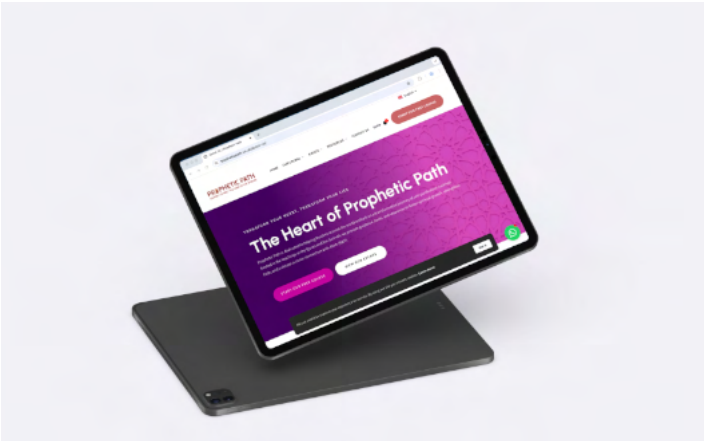
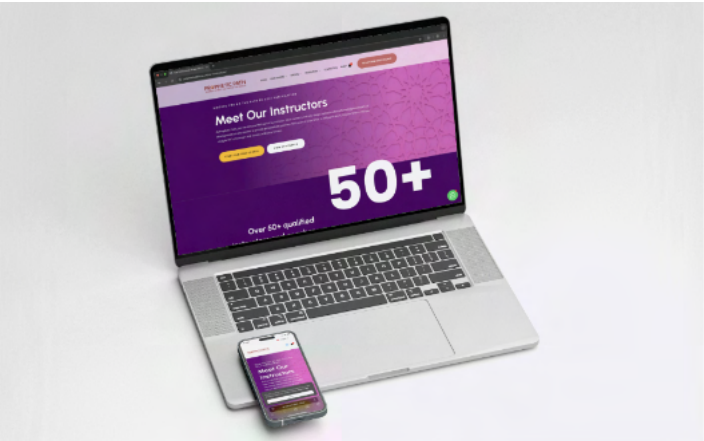
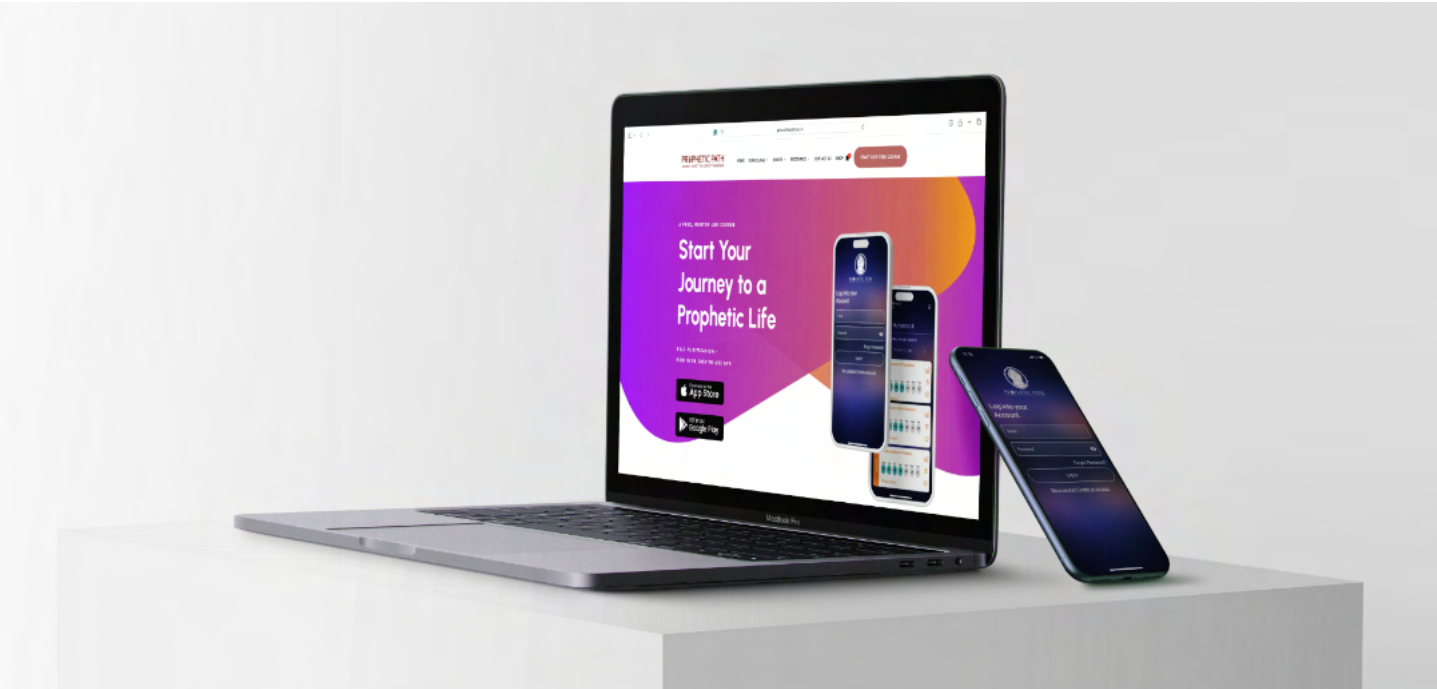
MADE WITH:

Affinity Photo, Affinity Designer, Figma, WordPress, Adobe XD

LINK:

www.propheticpath.co.uk



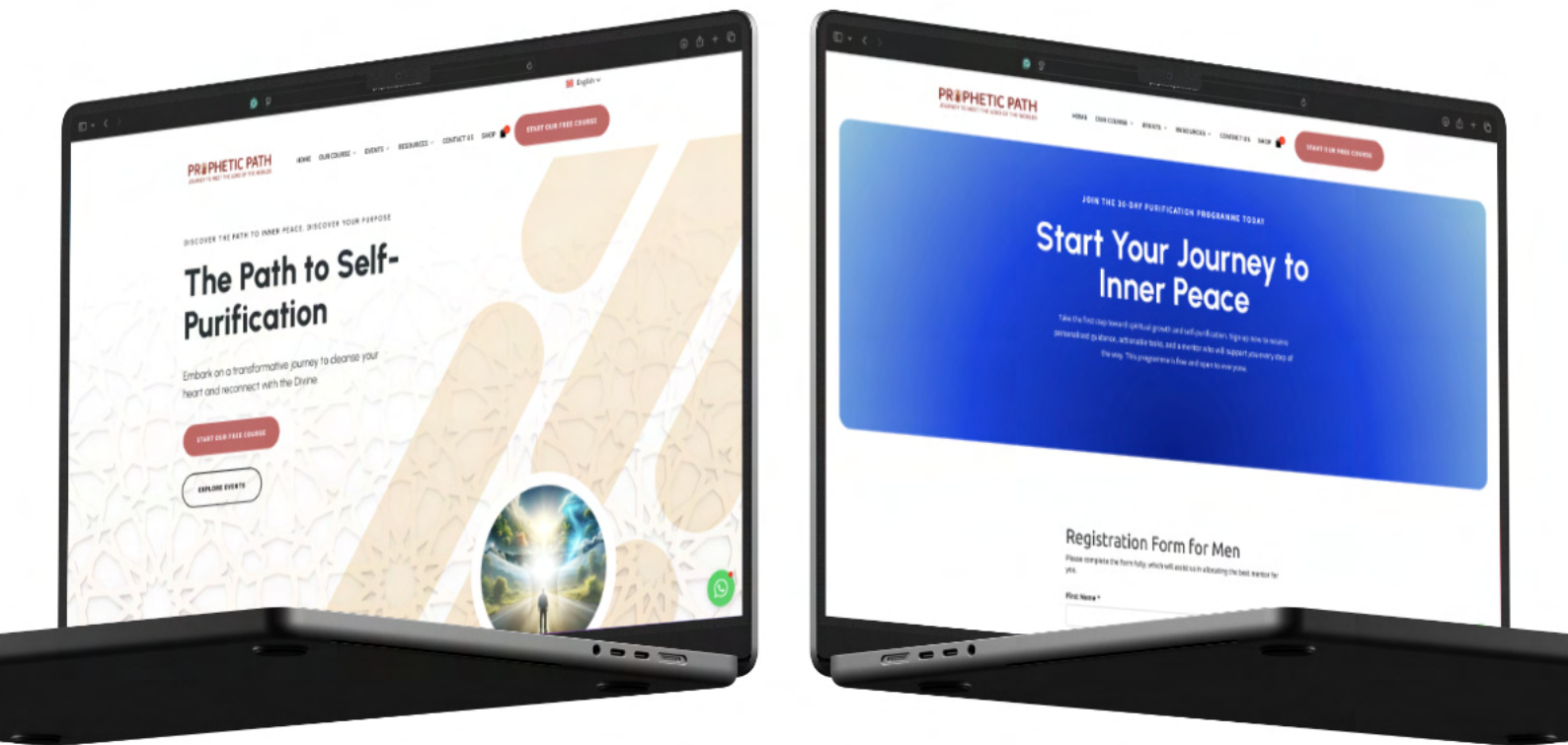


APP:

The Prophetic Path app enables users to work towards personal growth by combining daily habit tracking, curated learning content, event updates, and mentorship support in one easy-to-use platform. With a focus on simplicity and accessibility, the app provides an organised space for users to set goals, monitor progress, and stay motivated. The design process centred on user experience, ensuring smooth navigation and a consistent brand presence across all screens.

WEBSITE:

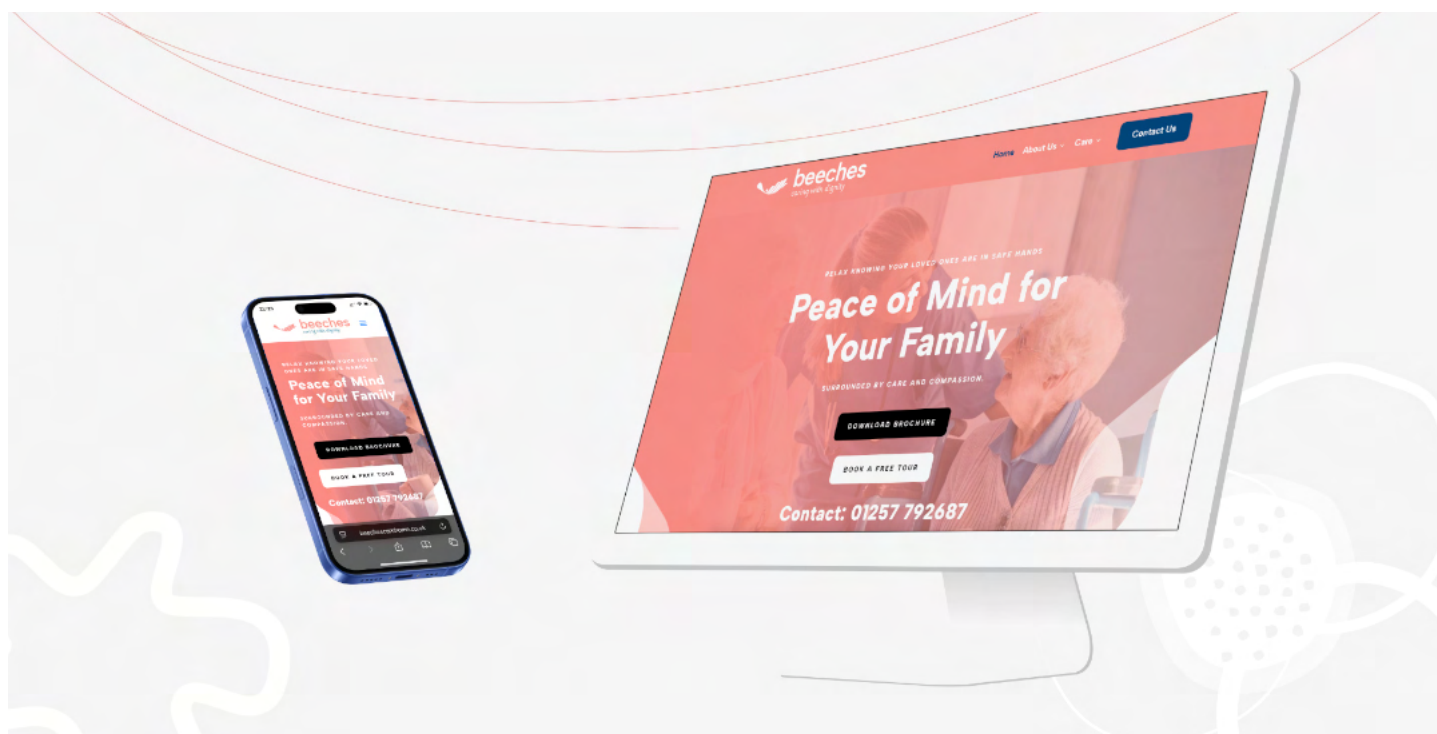
In addition to the app, I designed and developed the Prophetic Path website, providing an online hub for event registrations, course information, and community updates. The site delivers a clean, responsive layout with clear navigation and a consistent visual identity across desktop and mobile.



Care Homes

PROJECT GOAL:

To redesign and modernise the digital presence of M&A Management's care homes, creating visually appealing, user-friendly websites that communicate trust, compassion, and professionalism. Each site needed to provide clear information, highlight key services, and make it easy for families to get in touch or arrange visits.



SUMMARY:

The project involved designing and developing multiple care home websites under M&A Management, each tailored to the home's location and audience while maintaining a consistent brand style. The sites feature clear navigation, service overviews, downloadable brochures, easy-to-use enquiry forms, and layouts designed for mobile devices. Focus was placed on accessibility, search engine optimisation, and a calm visual identity to reflect the care and support provided by the organisation.



CLIENT:
M&A Management

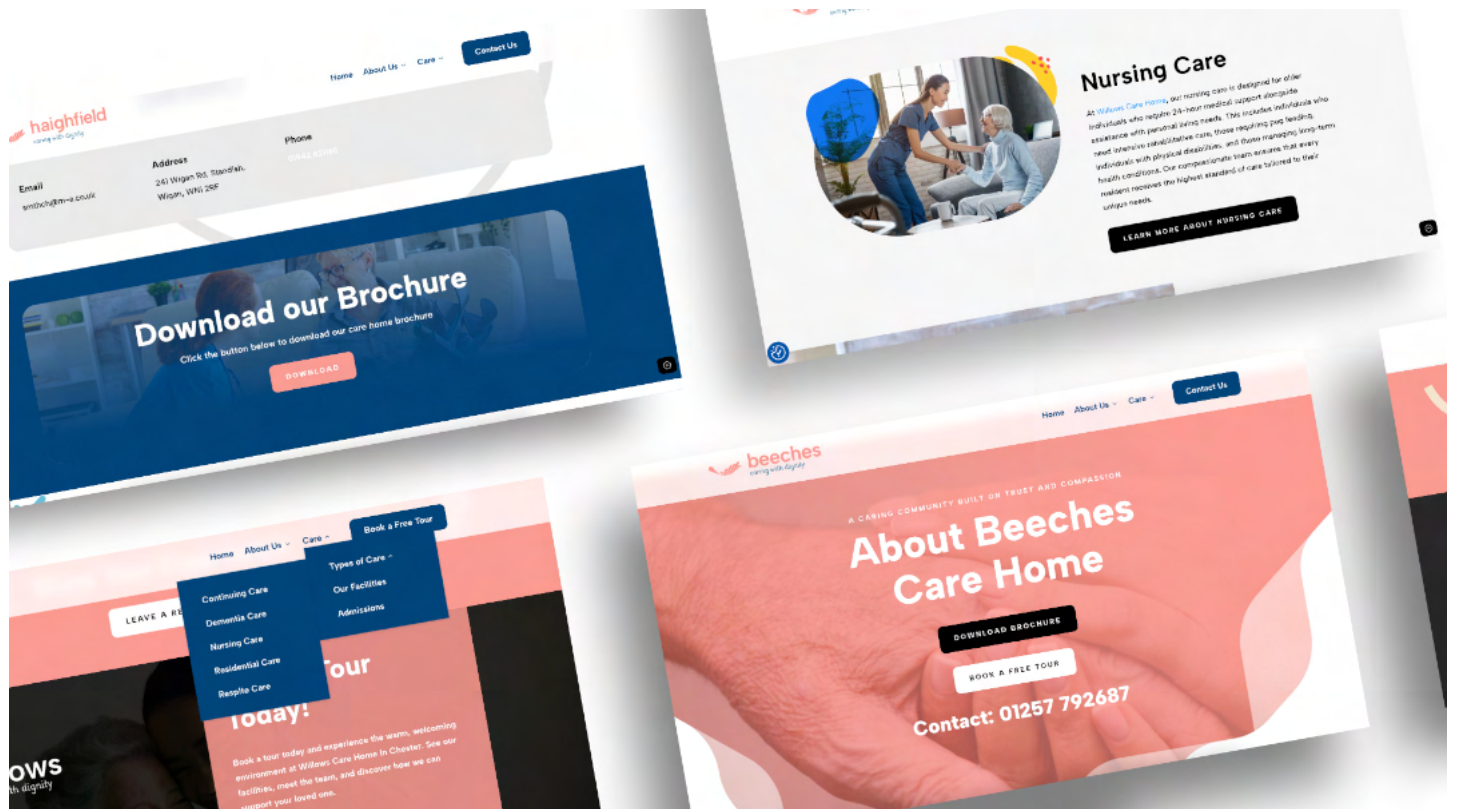
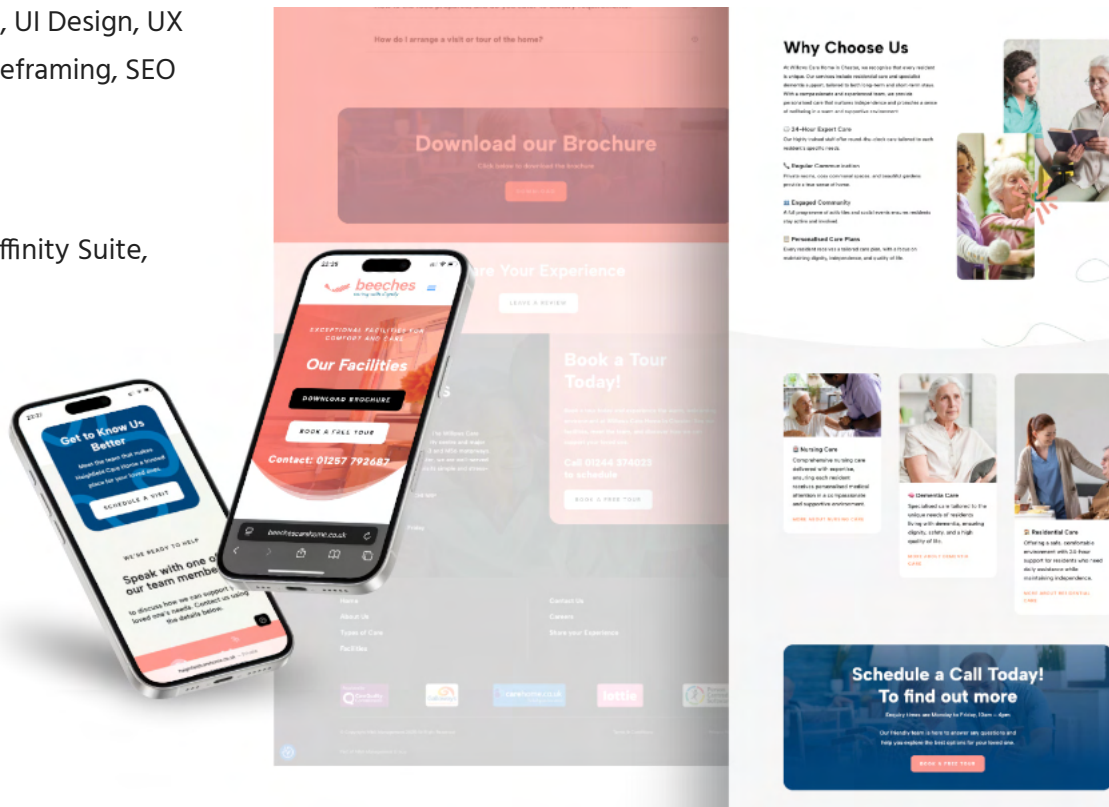
paradigmdesigns.co.uk

APPLIED SKILLS:

Web Design, Web
Development, UI Design, UX
Research, Wireframing, SEO
Optimisation.

MADE WITH:

WordPress, Affinity Suite,
Figma





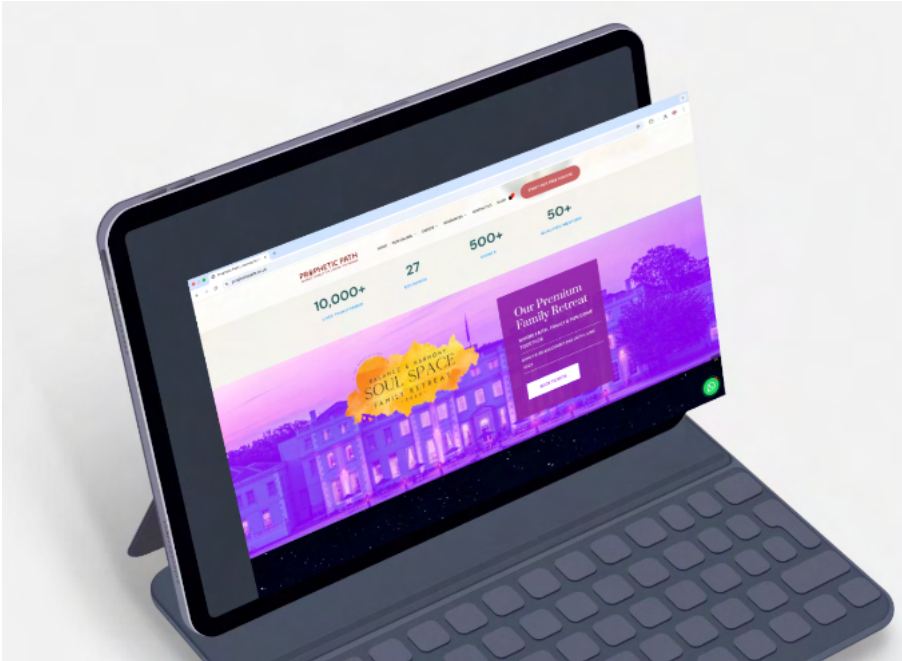
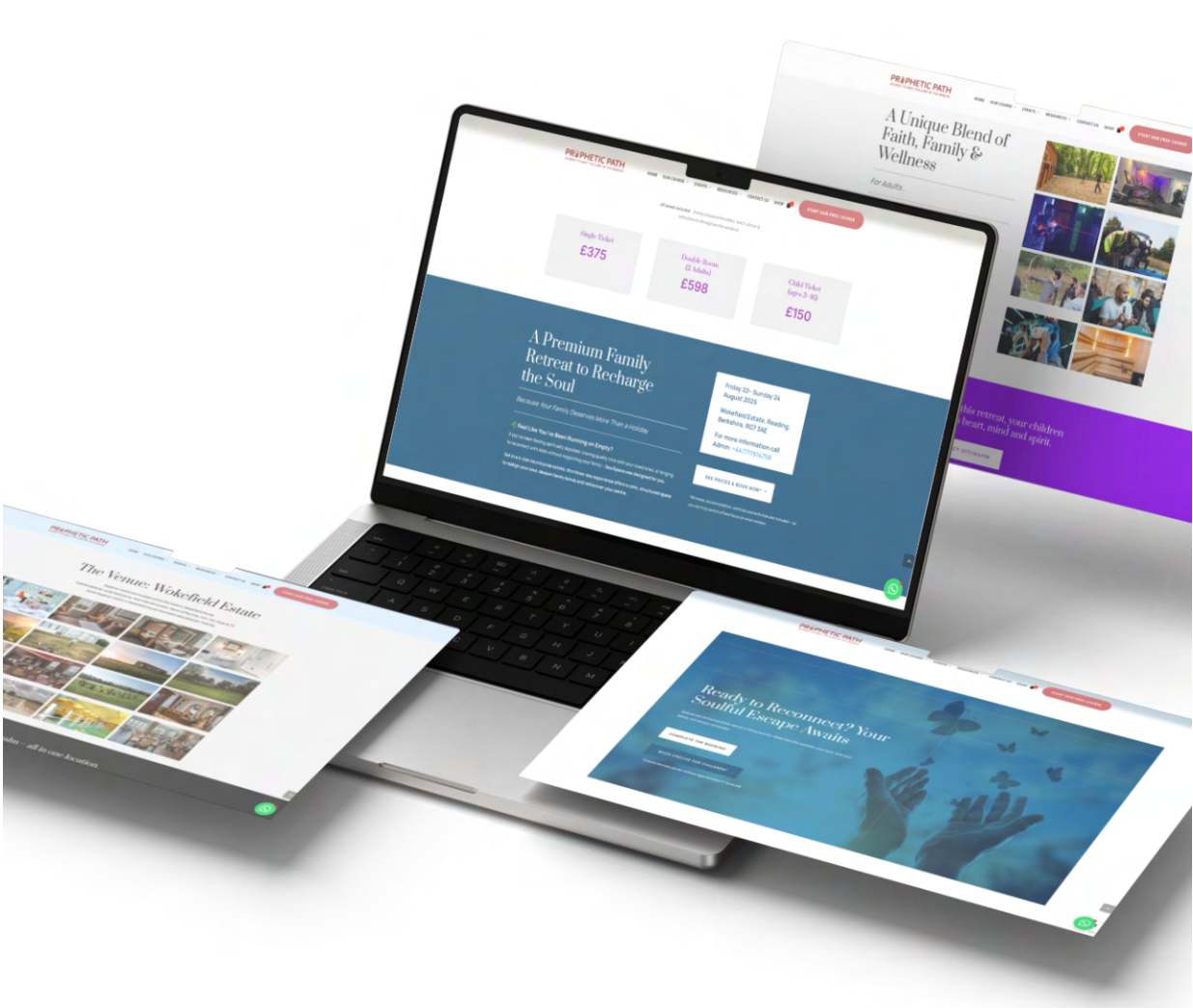
Digital and Print Campaigns

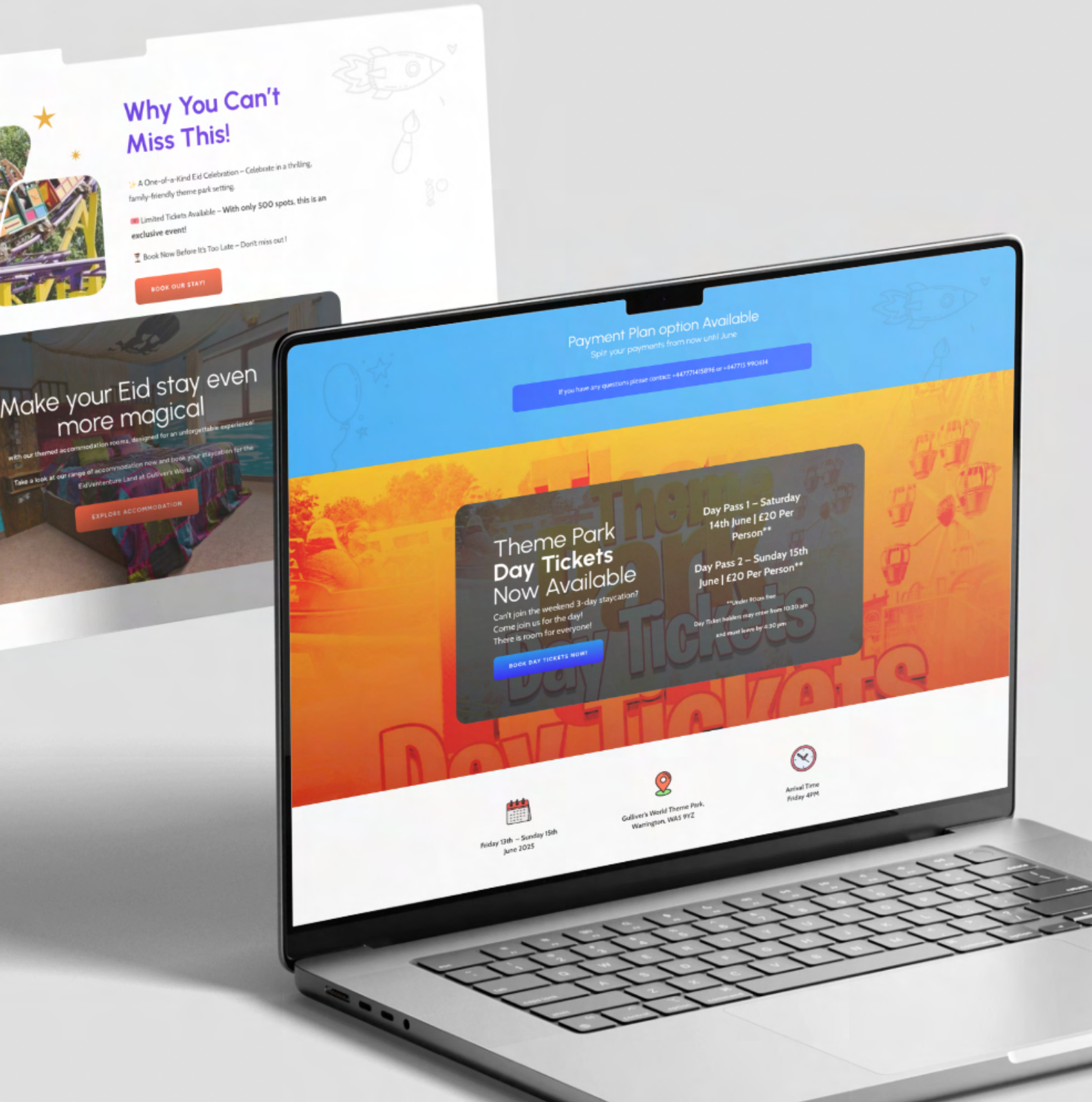
PROJECT GOAL:

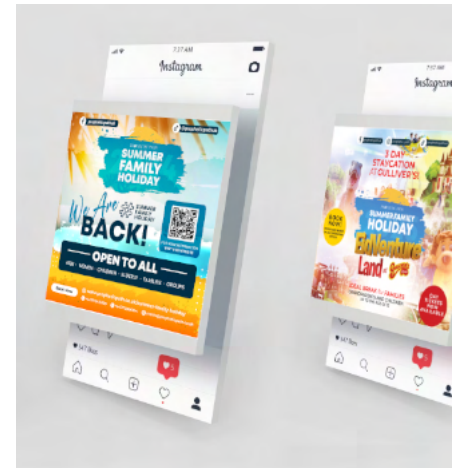
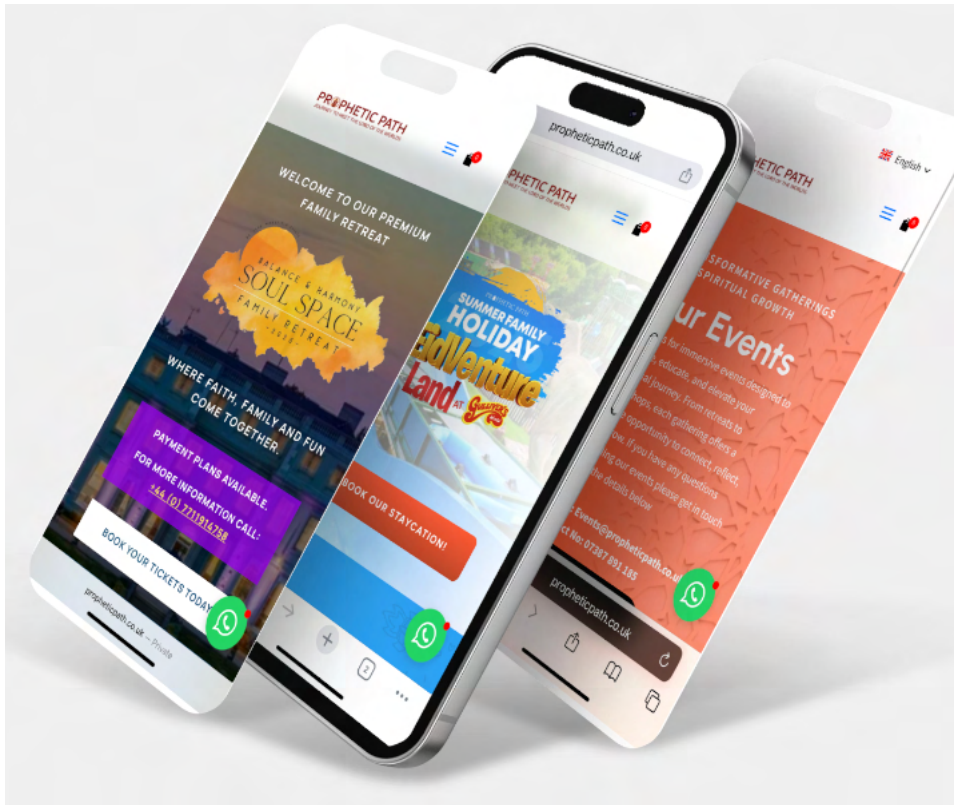
To design a unified set of digital and print campaign materials for a series of Prophetic Path events, maintaining a consistent visual identity across all platforms and materials. The aim was to create engaging, accessible assets that could be adapted seamlessly for different formats and channels.

SUMMARY:

This multi-campaign project included the design and production of event landing pages, brochures, flyers, posters, and social media content. Each element was aligned with a unified campaign theme, tailored to reach a wide audience while maintaining brand consistency. The work balanced vibrant visuals with clear communication, resulting in increased engagement and event attendance year after year.









CONCLUSION:

This project showcases my ability to deliver a complete multi-channel campaign, from brochures, posters, and banners to Instagram and Facebook content. I also built event landing pages, integrated a secure payment gateway (Stripe) for bookings, and coordinated with partners to ensure smooth delivery. The result was a cohesive brand presence, streamlined user journey, and increased event engagement.

APPLIED SKILLS:

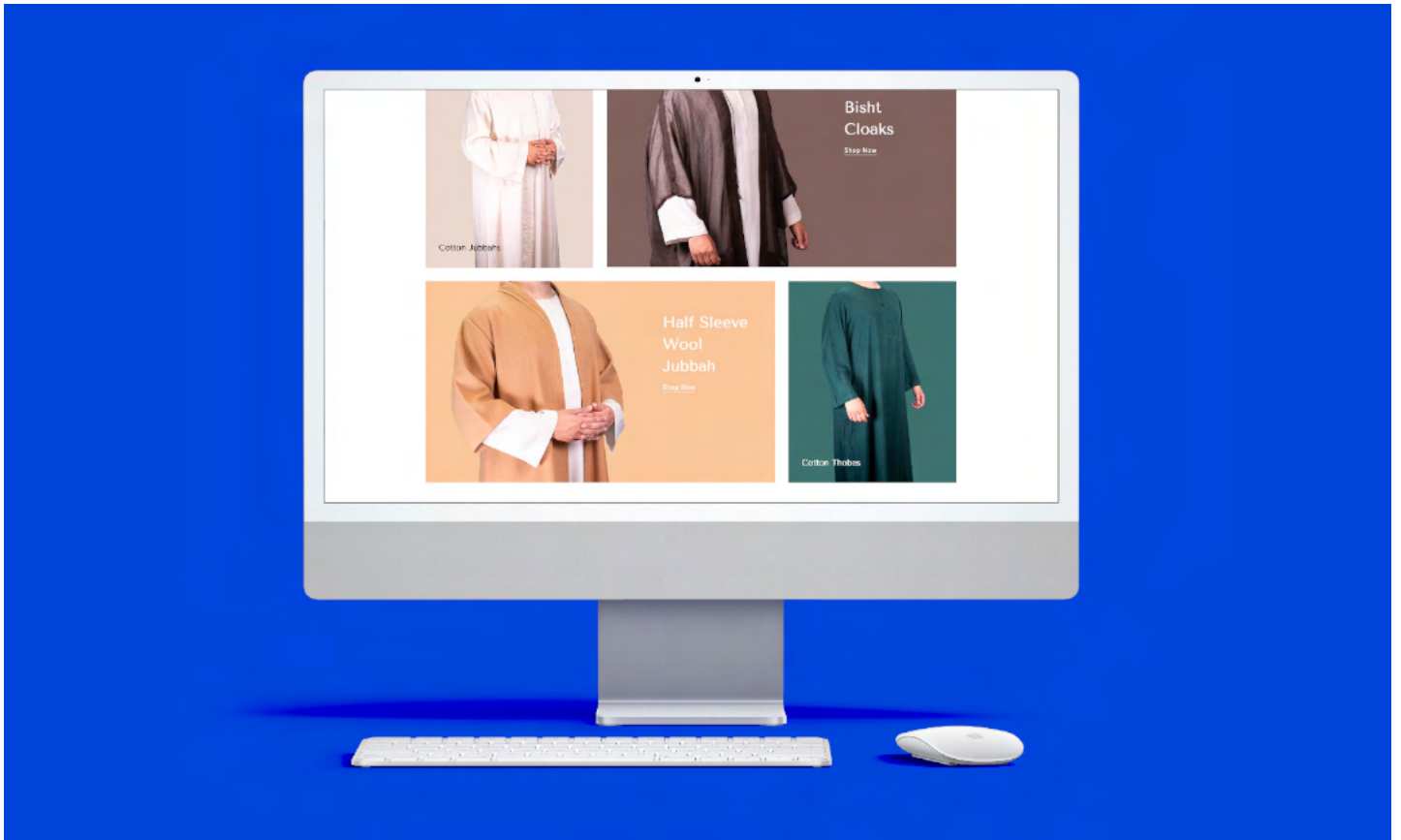
Branding, Campaign Design, Print Design, Digital Design, Layout Design, Typography, Web Design, Web Development, Payment Gateway Integration, Marketing Collateral

MADE WITH:

Affinity Suite (Publisher, Designer, Photo), Wordpress.

CLIENT:

Prophetic Path Events



Ibreez Collections

PROJECT GOAL:

To design and develop a modern e-commerce website for Ibreez Collections that reflects the brand's luxurious and contemporary identity, while providing customers with a seamless and enjoyable online shopping experience.

SUMMARY:

The Ibreez Collections website was created to showcase a curated range of garments, including cotton shawls and traditional wear, with a focus on visual appeal and easy navigation. The site features an intuitive interface, mobile-responsive layouts, secure payment integration, and optimised product displays to encourage browsing and purchases. The design approach balanced minimalism with rich imagery to highlight the quality and detail of the brand's products.

CONCLUSION:

This project demonstrates my expertise in creating e-commerce websites that combine visual appeal with a smooth, user-friendly experience. The Ibreez Collections site was designed to capture the brand's luxury identity while making shopping effortless, and I'm confident it delivers on both style and functionality for their customers.

APPLIED SKILLS:

E-Commerce Design, Web Development, UI Design, UX Research, Wireframing, SEO Optimisation.

MADE WITH:

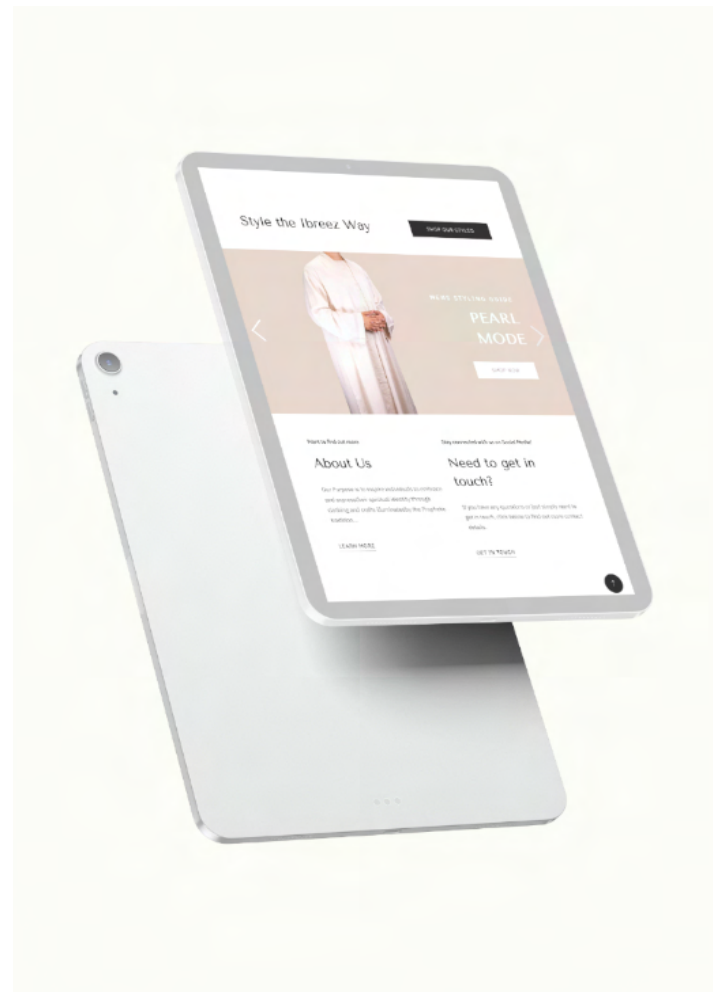
Adobe Illustrator, Adobe Photoshop, Figma, Shopify.

CLIENT:

Ibreez Collections

WEBSITE:

www.ibreezcollections.co.uk





Habit Tracker App

PROJECT GOAL:

Created a visually appealing and user-friendly habit tracker app prototype in Figma, focusing on aesthetics, usability, and interactive functionality

SUMMARY:

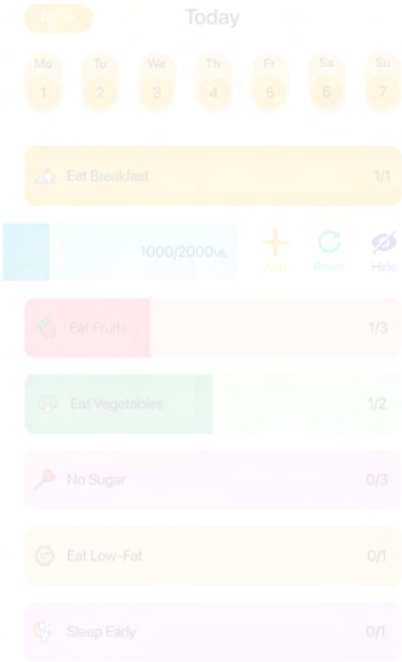
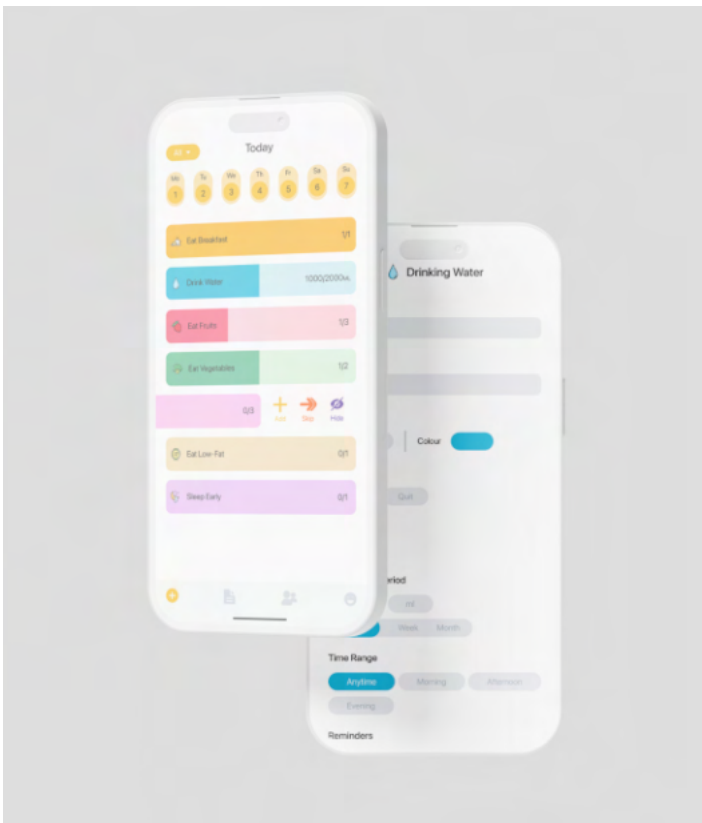
The goal of this project was to complete a finished replication of a habit tracker app design, fully prototyped in Figma. This involved creating a visually striking, user-friendly interface, and developing an interactive prototype to demonstrate key features and user flow. The project also aimed to showcase my proficiency in UI design and prototyping, ensuring the design meets user needs and preferences for a practical and enjoyable app.

APPLIED SKILLS:

UI/UX Design

MADE WITH:

Figma, Affinity Designer, Affinity Photo



Ambrose Koffee

PROJECT GOAL:

To create a logo that fits with the vision of the founders, one that is embedded with high-quality, passion, luxury, and liquid gold, blending Middle Eastern and British influences.

To design and develop a website that would showcase the brand's characteristics to the world, a digital space where customers can connect to the story behind the brand, a website with a takeaway delivery service providing coffee and mixed cultural foods from the luxury of one's home.

SUMMARY:

This is a startup coffee shop bringing to life the immortal taste of Peru coffee beans, the convergence between the east and the west, and providing their customers with a variety of teas and coffee from all around the world.

CLIENT:

Ambrose Koffee

APPLIED SKILLS:

Logo Design, Typography, Sketching, Communication and Presentation, User Research, UI Design, Web Development, On-site SEO Optimisation, Photography

MADE WITH:

Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Wordpress

LINK:

www.ambrosekoffee.co.uk





AMBROSE KOFFEE & DELIVERY SERVICE

PREMIUM COFFEE TO
ELEVATE EVERY DAY

[BROWSE OUR MENU](#)

OUR PASSION FOR GREAT COFFEE

THE PERFECT PARTNERS IN CRIME

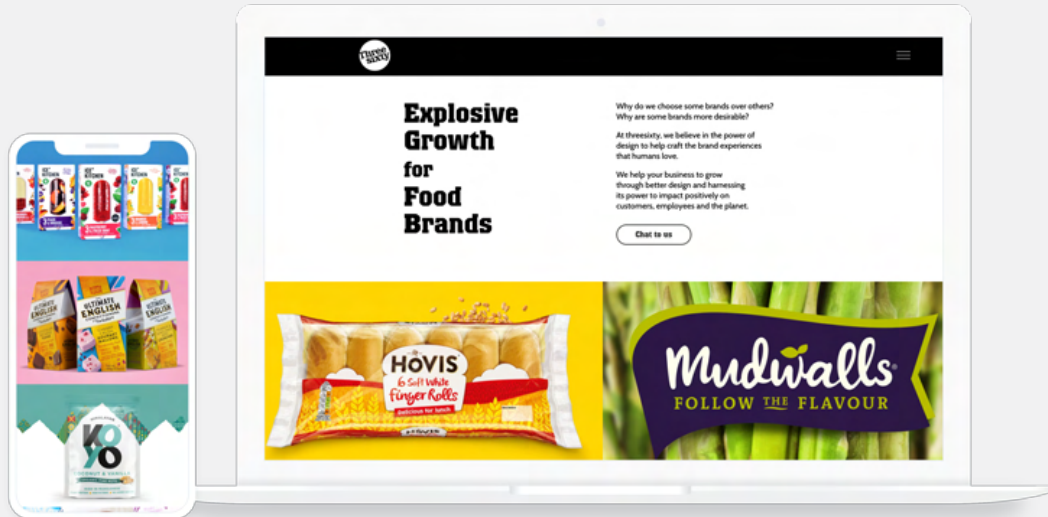
Who doesn't love an excellent cup of coffee and a perfect snack to accompany it? It's the ideal combination. That's why we offer a wide selection of world-class coffees and delectable snacks on our full menu. Whether you're looking for a classic, familiar flavor or something completely new and foreign, you'll find it here. If you don't have time to stop in at one of our locations, consider joining our coffee delivery club to get great deals on even greater-tasting coffee.

[FULL MENU](#)

Shopfront Photo







Threesixtydesign

PROJECT GOAL:

To design and develop a fully responsive website for Threesixtydesign, a packaging design agency, that effectively showcases their creative portfolio, highlights their services, and strengthens their brand presence online.

APPLIED SKILLS:

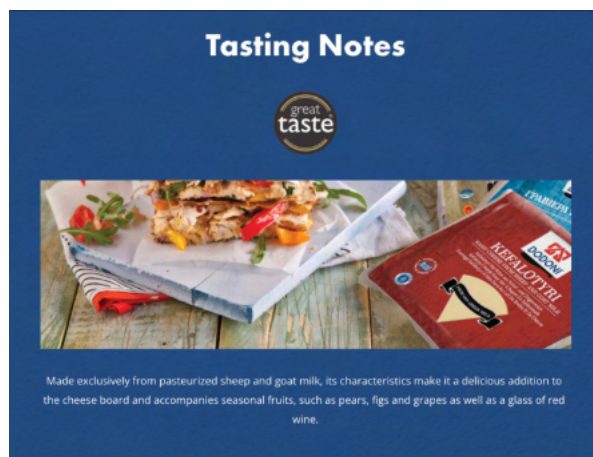
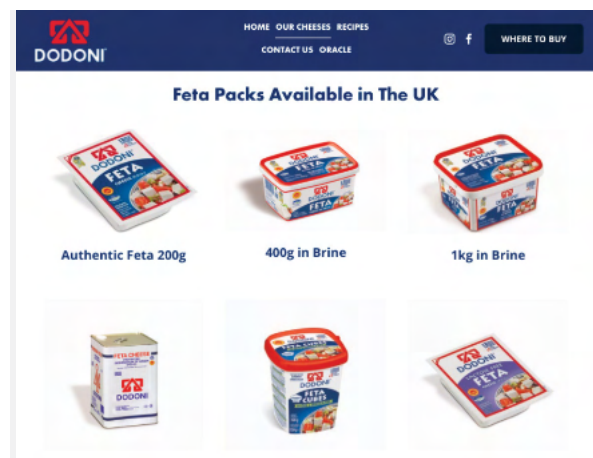
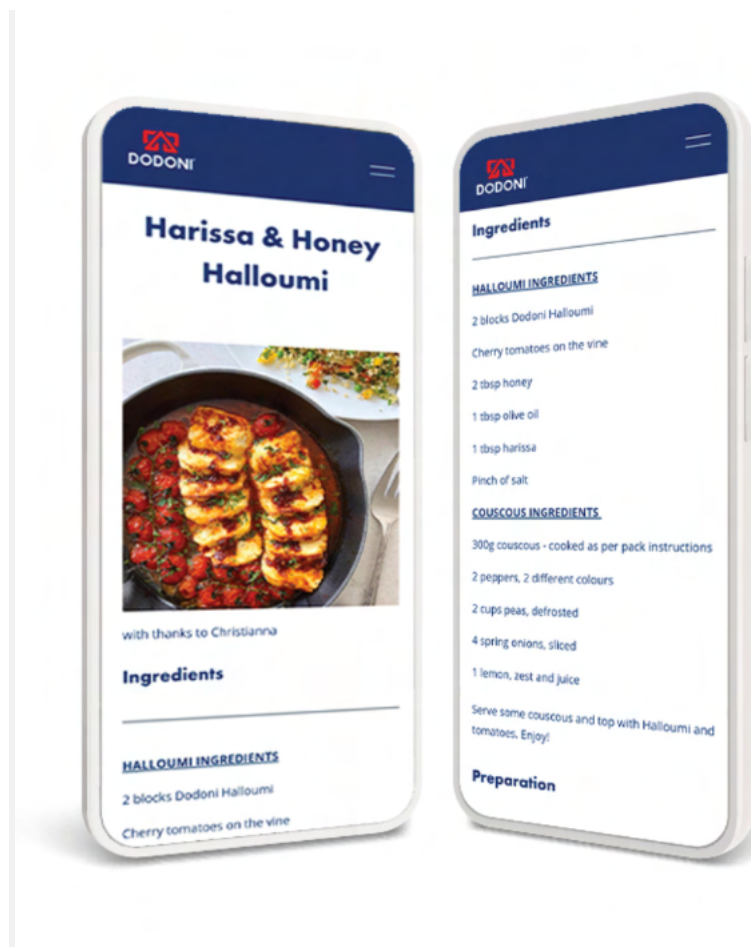
Web Design, Web Development, SEO Optimisation

MADE WITH:

WordPress, Adobe Illustrator, Adobe Photoshop.

SUMMARY:

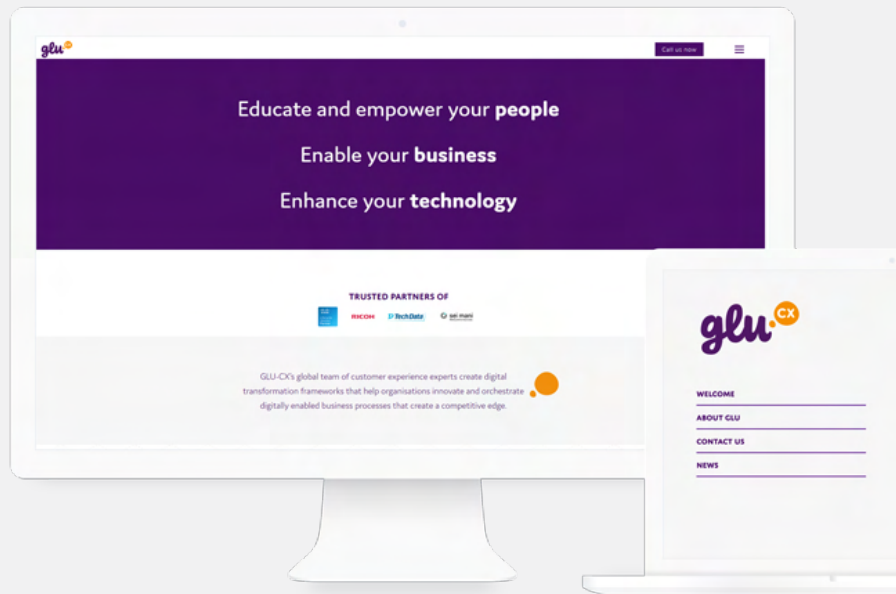
The website was built to present Threesixtydesign's work in a visually impactful way while maintaining a clean and professional layout. Designed to work seamlessly on desktop, tablet, and mobile devices, the site incorporates clear navigation, strong imagery, and structured content to engage potential clients. The build included SEO optimisation, asset organisation, and improvements to site security, ensuring the platform performs reliably and remains easy to maintain.



Glu-CX

PROJECT GOAL:

Developing a responsive website to help the company establish a stronger online presence where customers could easily learn more about their tailored service.



CLIENT:

Glu-CX

APPLIED SKILLS:

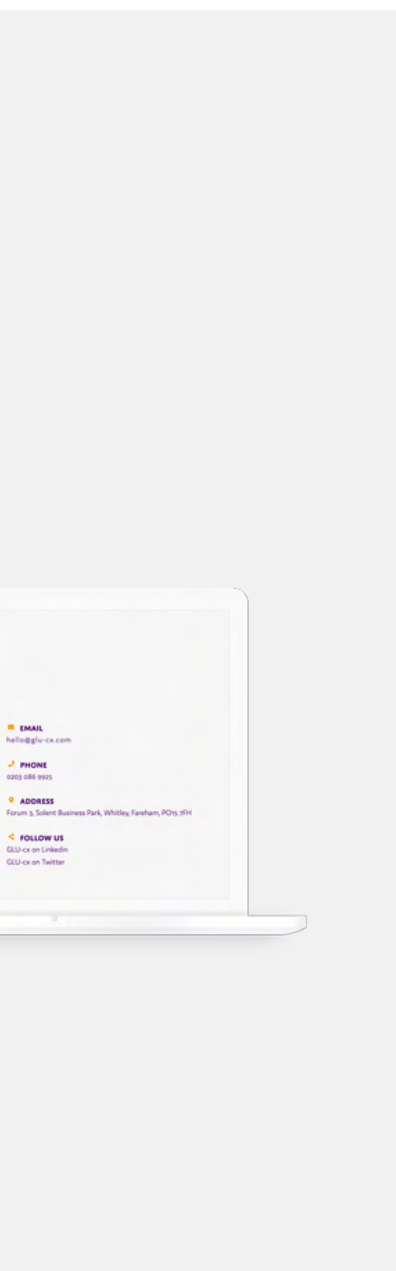
Web Design, Web Development, Asset Creation and Optimisation

MADE WITH:

Wordpress, Adobe Illustrator, Adobe Photoshop

SUMMARY:

This is a Cisco partner specialising in customer experience, digitally transforming organisations to boost business processes and helping businesses stand out in their industry. I was given a brief to create assets for this site to develop a responsive website that carried the company's identity. This meant building a simple, minimal, and clean site that users can easily understand and digest.





WE ARE GLU

We are a global team of customer experience experts that help organisations work smarter by making better use of their digital and security resources.

Our aim is to get technology out of the way and empower your people, enhance the IT propositions and enable the business for clear and measurable returns on investment.

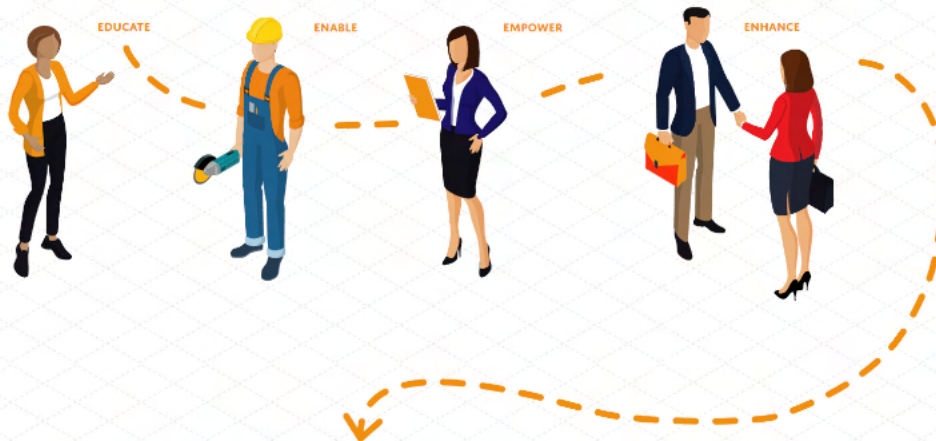
Working with our distributors, partners and vendors we deliver seamlessly to the end user customers.

WHAT WE DO

We stick to the ethos that people who understand technology will use it, benefit from it and apply it.

It's why we're in the business of human empowerment through digital transformation.

Working closely with business leaders to define where they want their business to be, who's coming on the journey with them and what technology they've invested in to make it happen, we can unlock the potential of their workforce so that marvellous things can happen.

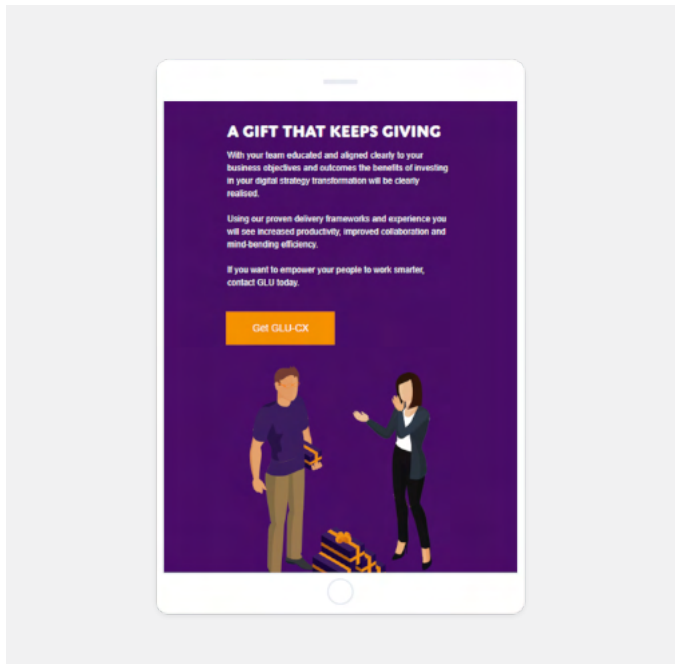


HOW WE DO IT

By learning about your processes, resources and aspirations, we are able to make better business a beautiful reality.

We do this by looking carefully at your operation and how you work.

From these insights, we create a clear plan that will educate, enable, empower and enhance your workforce so that they – as well as your business – can flourish.



About Me

UI/UX & Digital Product Designer

DESIGNING CLEAN, INTUITIVE DIGITAL EXPERIENCES THAT PUT USERS FIRST

Hello, I'm Ateeq.

I'm a digital designer specialising in UI design and user-centred digital experiences. With over eight years of hands-on experience across web, app and product design, I've helped brands, organisations and charities bring ideas to life through clean, intuitive and thoughtful design.

My focus is on crafting interfaces that are not only visually engaging but also functional, accessible and aligned with real user needs. I've worked across a variety of sectors including e-commerce, education and non-profit, always aiming to create designs that deliver clarity and purpose.

While UI is my core strength, I often draw from UX, branding and visual storytelling to shape cohesive digital products. I use tools like Figma, Adobe Creative Suite and Affinity Designer to create scalable, high-quality design systems and experiences.

I'm always open to meaningful collaborations, whether it's a freelance project, a full-time opportunity or something in between.

Feel free to get in touch at ateeq@paradigmdesigns.co.uk

Core Design Principles



Empathetic Design.

Empathy involves viewing the world from diverse perspectives and crafting designs that resonate with people's histories, values, and perceptions.



Ethical Design.

I prioritise designing products that users enjoy and enhance their lives without demanding excessive time or effort.



Collaborate.

Embracing teamwork is essential, as collaboration brings diverse perspectives, fosters innovation, and leads to cohesive design solutions.



Balance.

I prioritise designing products that users enjoy and enhance their lives without demanding excessive time or effort.



Minimise.

Over-simplifying a design can be counterproductive. Stripping back design elements while retaining core requirements ensures a harmonious balance.



Stay Open to Learning

Research goes beyond seeking inspiration; it's about expanding knowledge to inform better design. This includes studying human behaviour and the underlying science. Embracing "I don't know yet" is a powerful step towards learning.



Enjoy.

I draw energy from envisioning the satisfaction users will experience with the final product.

Interests

Outside of design, I have a strong interest in how people think, behave, and engage with digital products. I regularly explore areas such as design psychology, behavioural economics, and accessibility in technology, all of which support a user-centred approach in my work. I stay up to date with digital product trends and enjoy sports, photography, travel, cultures and self-development workshops, all of which continue to shape my creative thinking and broaden my perspective.

Your next click...

In the PDF version, this button takes you directly to my website for instant access to my portfolio and CV.

www.paradigmdesigns.co.uk

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United Kingdom

Thank You

for taking the time to review my
portfolio. I look forward to connecting.

paradigmdesigns.co.uk/resume

Linkedin.com/in/ateeq-hussain

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