

PRACTICAL UI/UX TRAINING

S01 - INTRODUCTION

Training Offered by **Aqib Awais**

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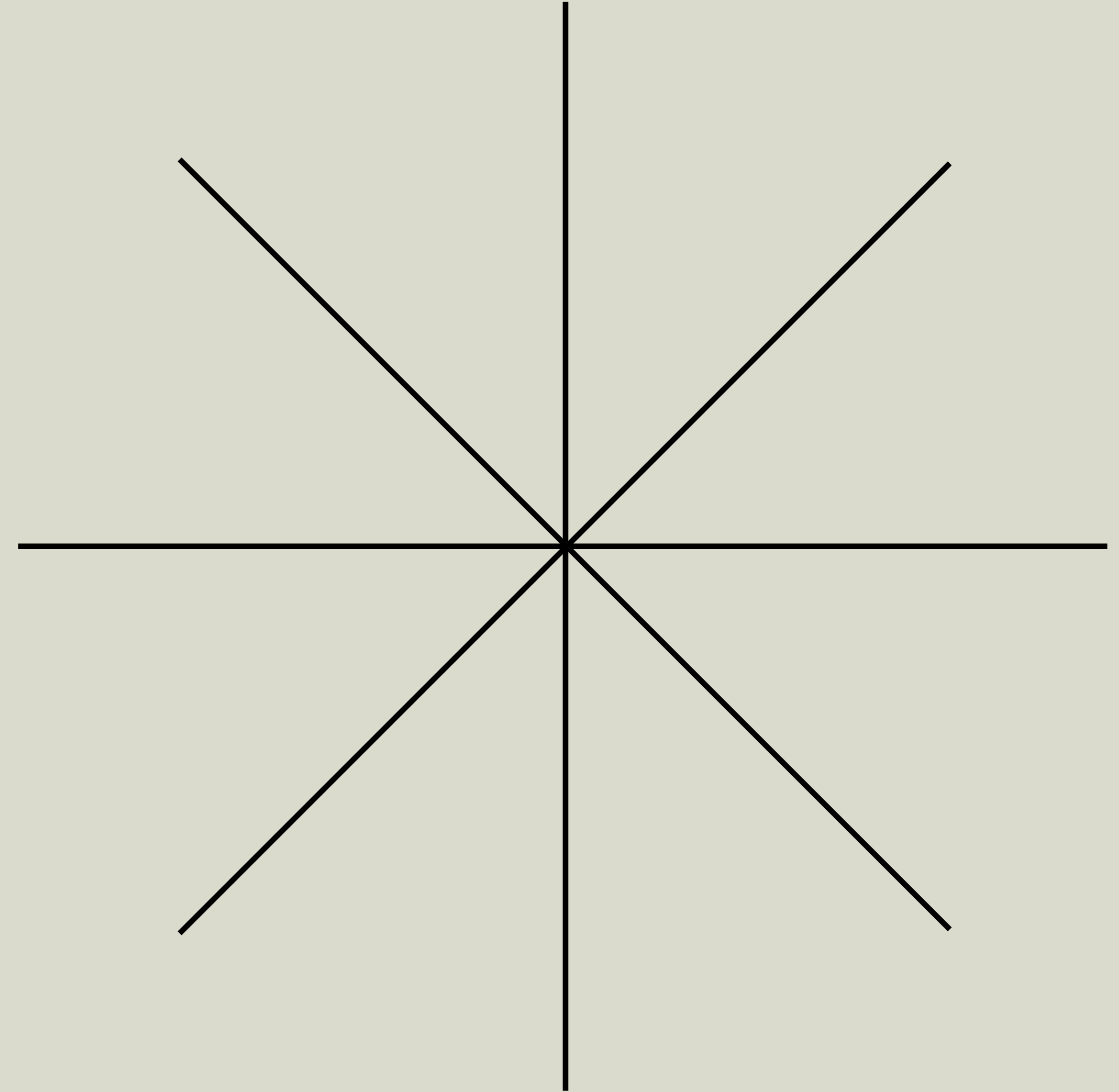


Aqib Awais
Founder, The Foccus

So, before we begin, take a moment to appreciate yourself....

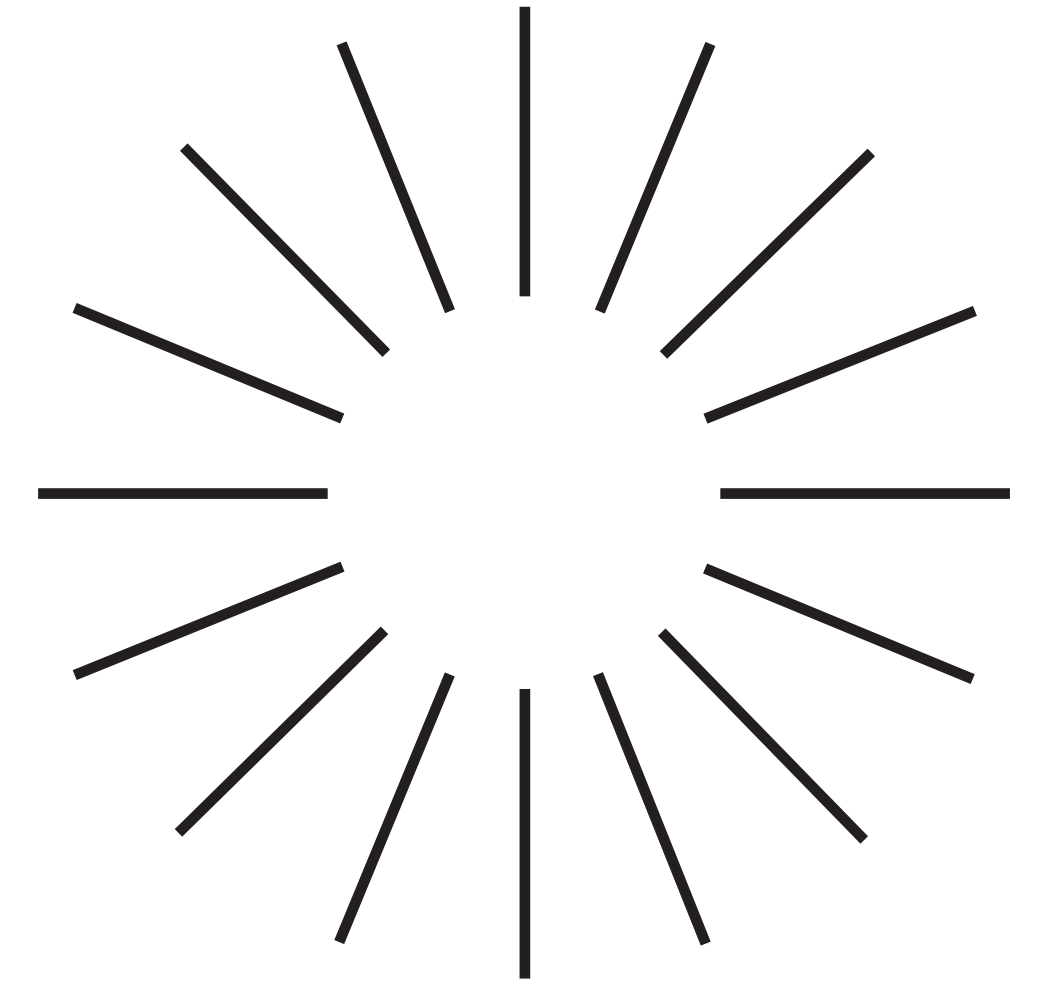
**YOU ARE CHAMPIONS
ALREADY — JUST BECAUSE
YOU SHOWED UP.**

LET'S DO THIS
NO MORE HIDING. NO MORE EXCUSES.



AGENDA

- 00 – INTRODUCTION TO INSTRUCTOR**
- 01 – INTRODUCTION TO UI/UX DESIGN**
- 02 – UI/UX AS CAREER**
- 03 – TRAINING OUTLINE**
- 04 – TRAINING SCHEDULE & RULES**
- 05 – HOW TO ENROLL**
- 06 – QUESTIONS**



MY JOURNEY — FROM MIDDLE CLASS TO CREATIVE AGENCY FOUNDER



TRAINING INSTRUCTOR
AQIB AWAIS

Read more about me on [Linkedin](#) ↗

JOURNEY HIGHLIGHTS BY 2025

- **EARNED \$300,000 FROM FREELANCE ONLY IN 4 YEARS**
- **WORKED WITH 12+ NATIONAL & INTERNATIONAL COMPANIES**
- **DELIVERED 500+ PROJECTS**
- **RUNNING CREATIVE WEB DESIGN AGENCY**
- **HIRED 50+ UI/UX DESIGNERS & DEVELOPERS**
- **TRAINED 20+ DESIGNERS TO SUCCESS**
-
- **NOW.....TRAINING YOU GUYS.....**





Among Top 3% UI/UX Designer Worldwide on Upwork

EARNED \$300K+ (8.5CRORE PKR) IN 4 YEARS WITH FREELANCE

Experienced WordPress Developer with Extensive Elementor Expertise Needed

★★★★★ 5.0 | Oct 25, 2024 - Jun 10, 2025

"Aqib has been very patient with my requests and any changes to the project. He is very skilled and follows instructions well. One of the best developers I've found and..." [See more](#)

\$2,530.00

\$24.00 /hr

103 hours

UI/UX Project - Figma File - Article/Blog Template Single Page

★★★★★ 5.0 of 1 reviews | Jan 30, 2024 - Present

★★★★★ 5.0 Apr 23, 2025

"I have been working with Aqib for close to a year now! I have passed several projects to him. His communication, work flow, and skill is amazing. He also is..." [See more](#)

Job in progress

\$5,835.00

\$30.00 /hr

194 hours

★★★★★ 5.0

★★★★★ 5.0

"Aqib is Hard working, very Honest and extremely flexible. Definitely recommend him for your design and Wordpress projects!"

[Show 1 more](#)

\$4,780.00

Fixed price

UI/UX Designer needed Must be proficient in verbal English communication

★★★★★ 5.0 | Sep 7, 2023 - Jan 22, 2025

"It is great working with Aqib! He is a huge part of our UX and UI - but furthermore, he also has a great of understanding in planning. He puts..." [See more](#)

\$4,062.00

\$18.00 /hr

226 hours

Graphic Designer for Tablet and Website Mockups

★★★★★ 5.0 of 2 reviews | Aug 26, 2021 - Jul 12, 2022

★★★★★ 5.0

"We needed someone to take all of the many ideas in our heads (and there are a lot of us) and help us organize them into something that told a..." [See more](#)

[Show 1 more](#)

\$5,270.70

\$19.99 /hr

264 hours

Experienced E-commerce UX Designer for website

★★★★★ 5.0 | Sep 16, 2021 - Apr 15, 2022

"Aqib is a great guy. I have used Aqib for a host of design and dev needs. He is good at UX, specifically with figma. However, his greatest gifts are in communication and client relations. I have had the best success when I have drawn images or given specific design examples of what I need executed. I will continue to work with him in this capacity." [less](#)

\$4,764.51

\$19.99 /hr

216 hours

UI/UX Designer needed Must be proficient in verbal English communication

★★★★★ 5.0 | Sep 7, 2023 - Jan 22, 2025

"It is great working with Aqib! He is a huge part of our UX and UI - but furthermore, he also has a great of understanding in planning. He puts..." [See more](#)

\$4,062.00

\$18.00 /hr

226 hours

↓

+ 401.37 CAD

Money added

Transaction details

You received

401.37 CAD

Received on

15 April 2025 at 6:41 am

Payment from

18 Mar 2025

453.76 USD

Completed

Payment from

3 Feb 2025

1,151.63 USD

Completed

Payment from

28 Jun 2025

2,393.00 USD

Completed

Payment from

24 Feb 2025

1,007.62 USD

Completed

Payment from

1 Sep 2024

3,108.36 USD

Completed

Payment from

11 Mar 2025

950.00 USD

Completed

Thursday, 23 January

↓

Malissa Kruger

+ 450 USD

17 January

↓

Malissa Kruger

+ 350 USD

16 January

↓

GO DIGITAL INC

+ 400 USD

Today

↓

GO DIGITAL INC

+ 600 USD

Friday, 14 February

↓

Malissa Kruger

+ 507.10 USD

6 February

↓

DIGITAL ACQUIRE LIMITED

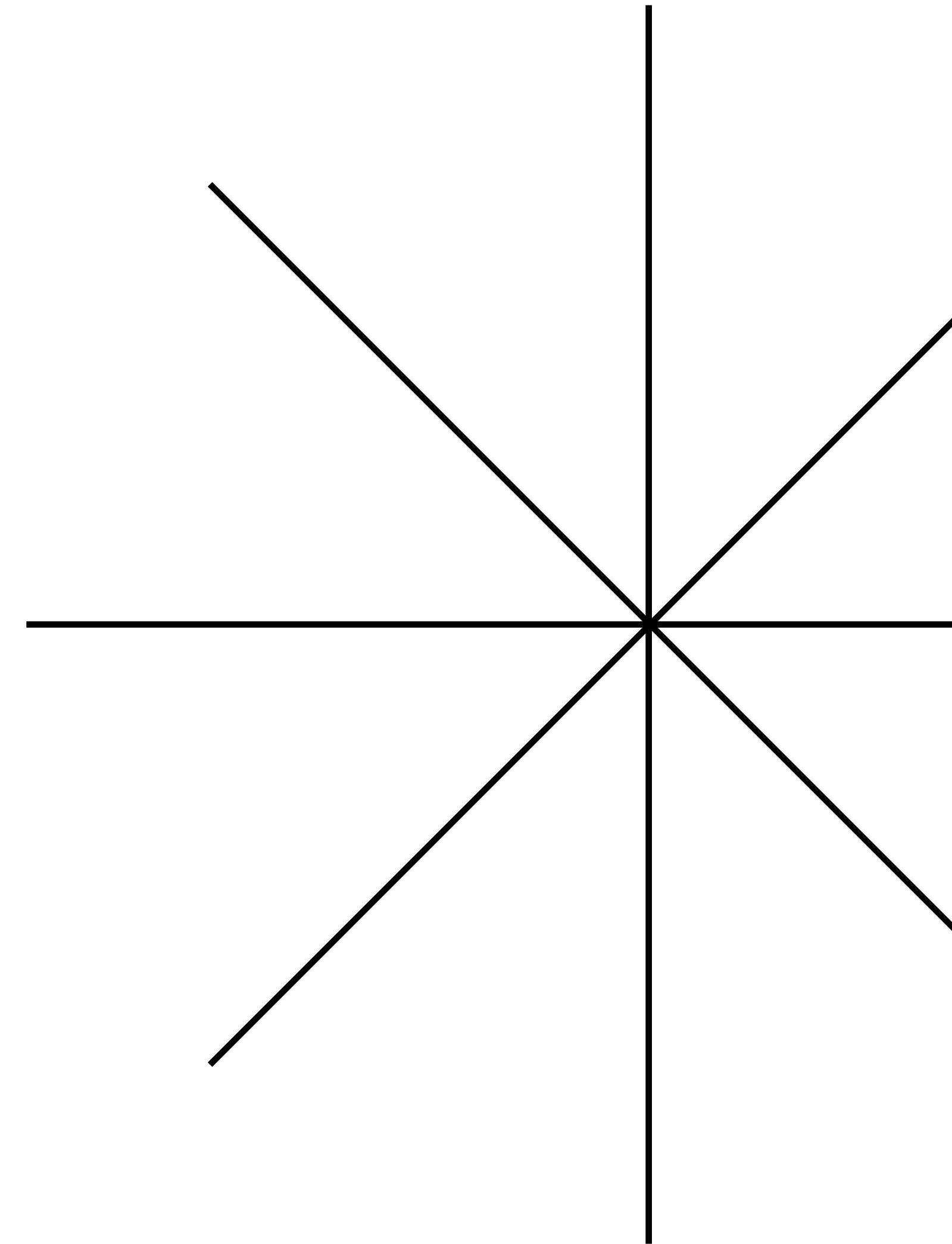
+ 835.65 USD

I'VE BUILT A CAREER, A TEAM, A COMPANY... BUT THERE'S ONE THING I KEEP FAILING AT...

I CAN'T STAY CONSISTENT WITH THE GYM.

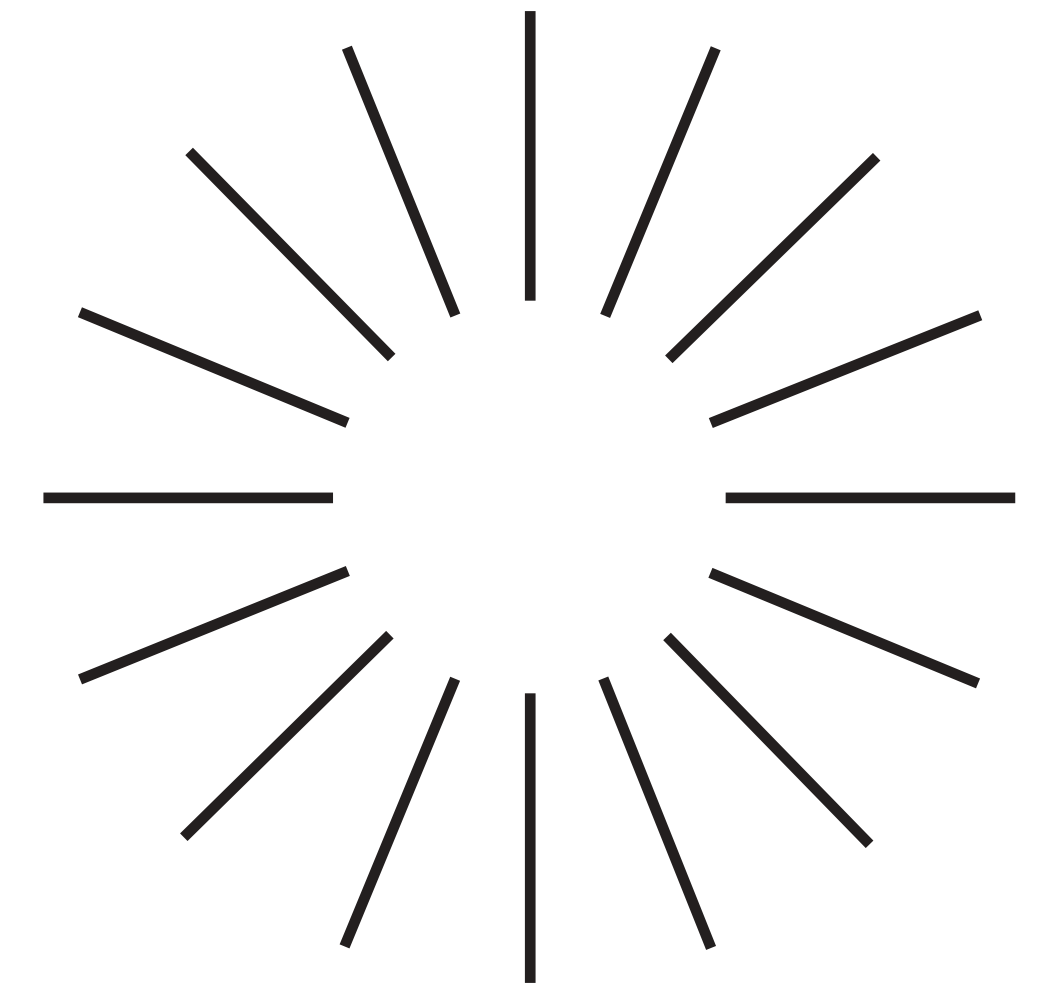
Do you have any advice for me?

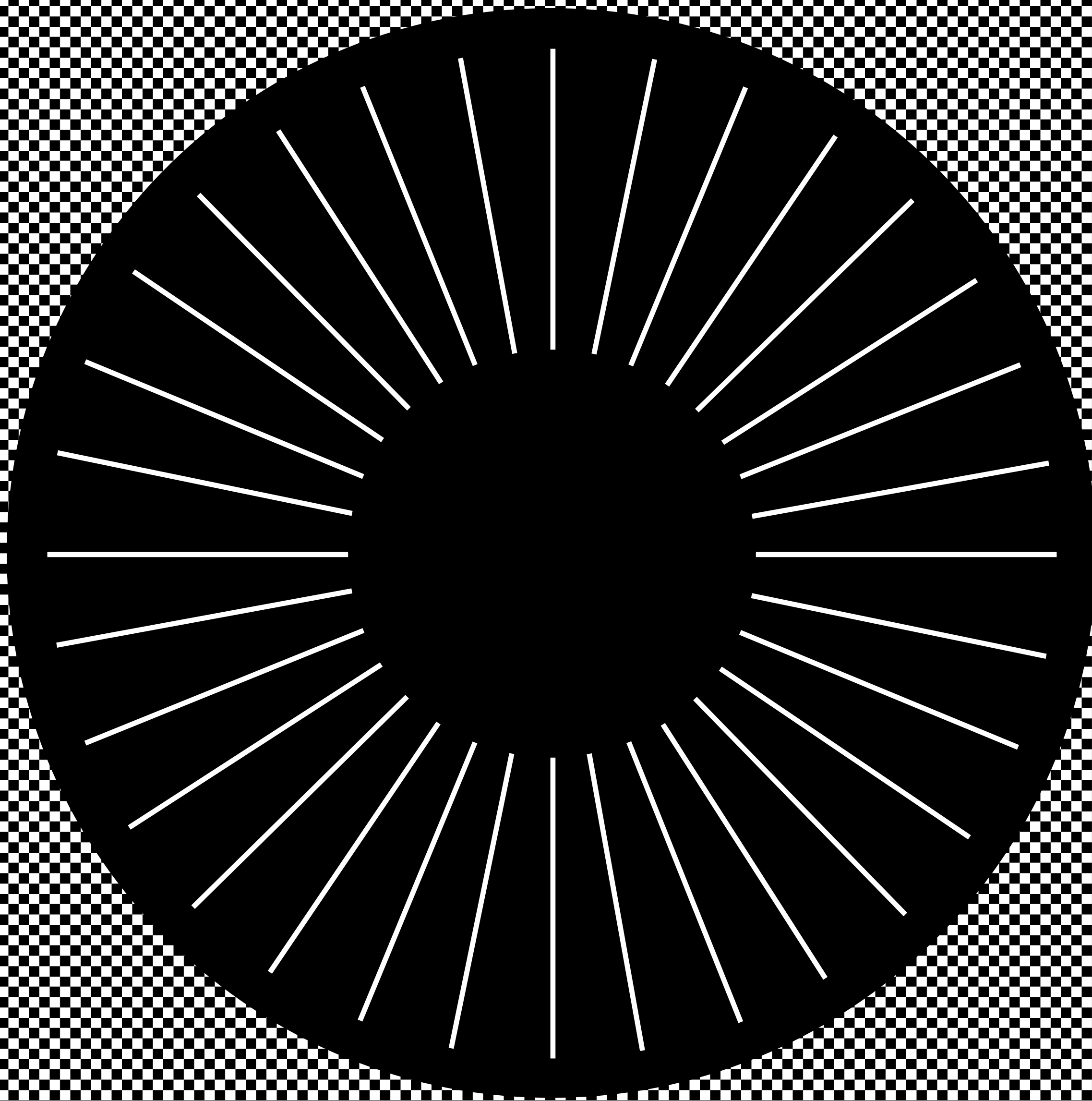
How do you stay motivated to go to the gym or stay consistent with your workout?



MORAL OF MY JOURNEY

- 1. YOU DON'T NEED PERFECT RESOURCES. YOU NEED RELENTLESS HUNGER.**
- 2. BE OBSESSED WITH WHAT YOU DO — IT WON'T JUST BUILD YOUR SKILLS, IT WILL BUILD YOUR FORTUNE.**
- 3. IF YOU SPEND YOUR DAYS AND NIGHTS ON SOMETHING — ANYTHING — YOU'LL GET TWICE AS FAR, TWICE AS FAST.**





WHAT IS THE UI/UX DESIGN AND IT'S FUTURE

INTRODUCTION TO UI/UX

UI DESIGN – USER INTERFACE DESIGN

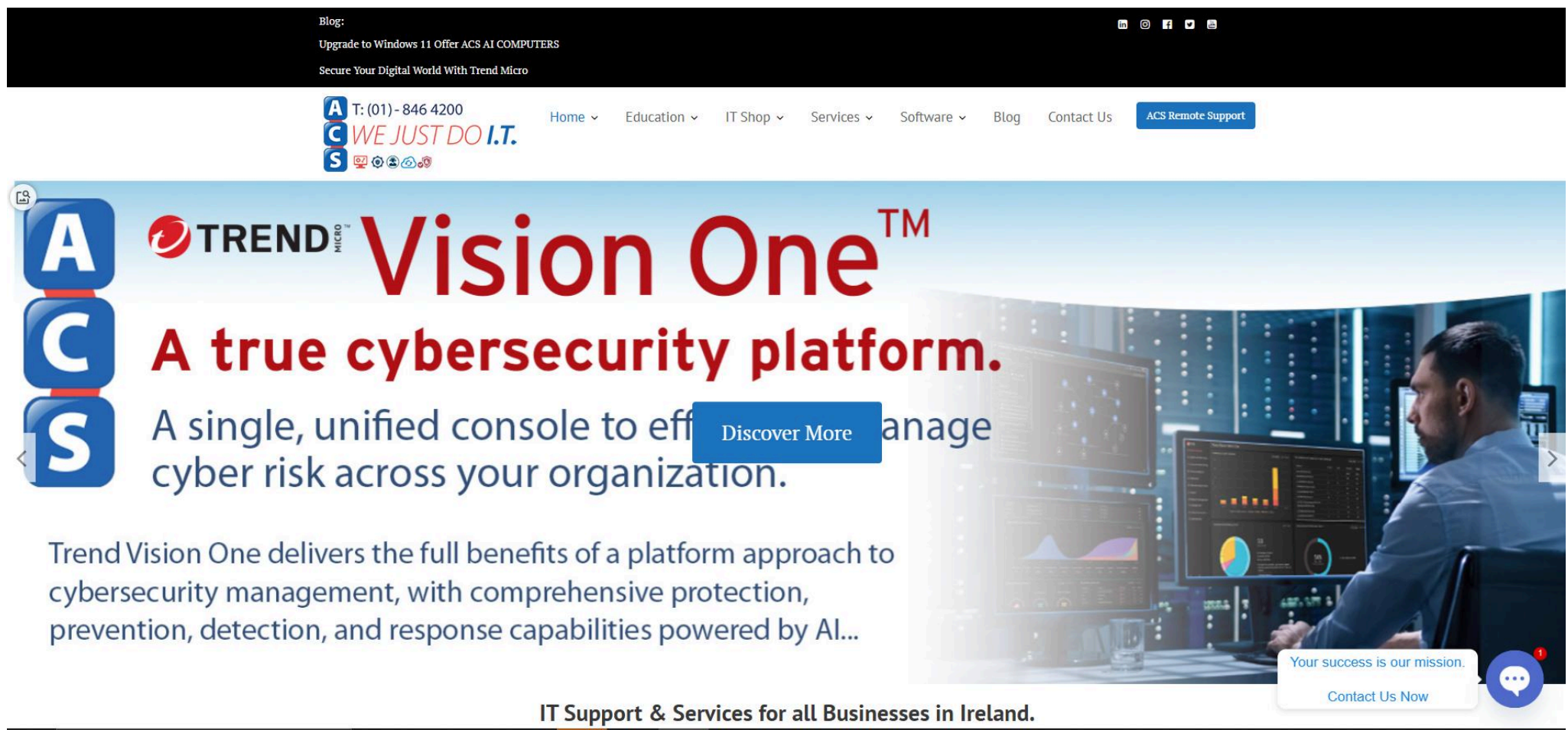
UI refers to the visual elements and layout of an app or website – buttons, colors, typography, spacing, animations, etc.

FOCUSES ON:

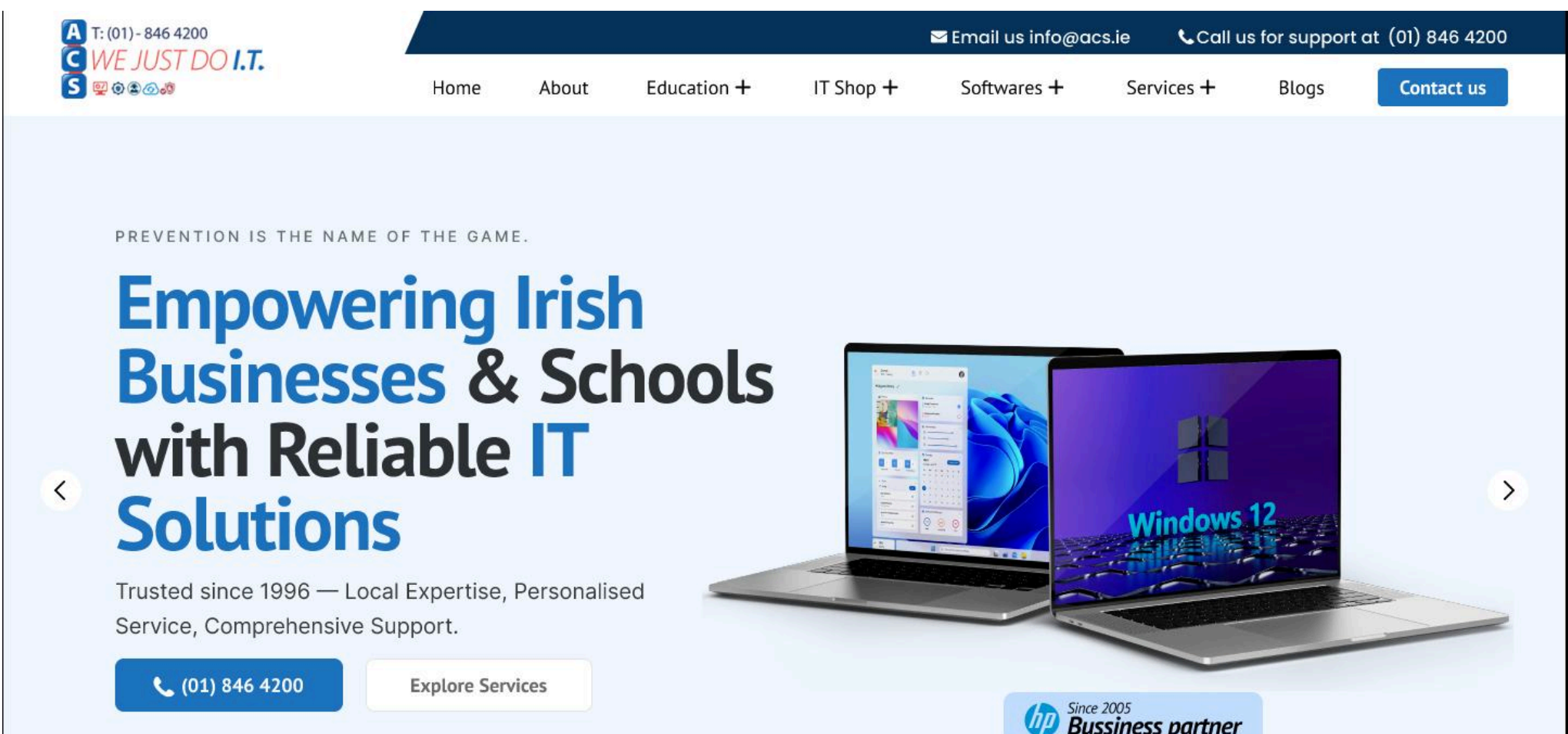
- Aesthetics
- Visual consistency
- Interactive elements
- Branding

How does the interface look?

BAD UI DESIGN



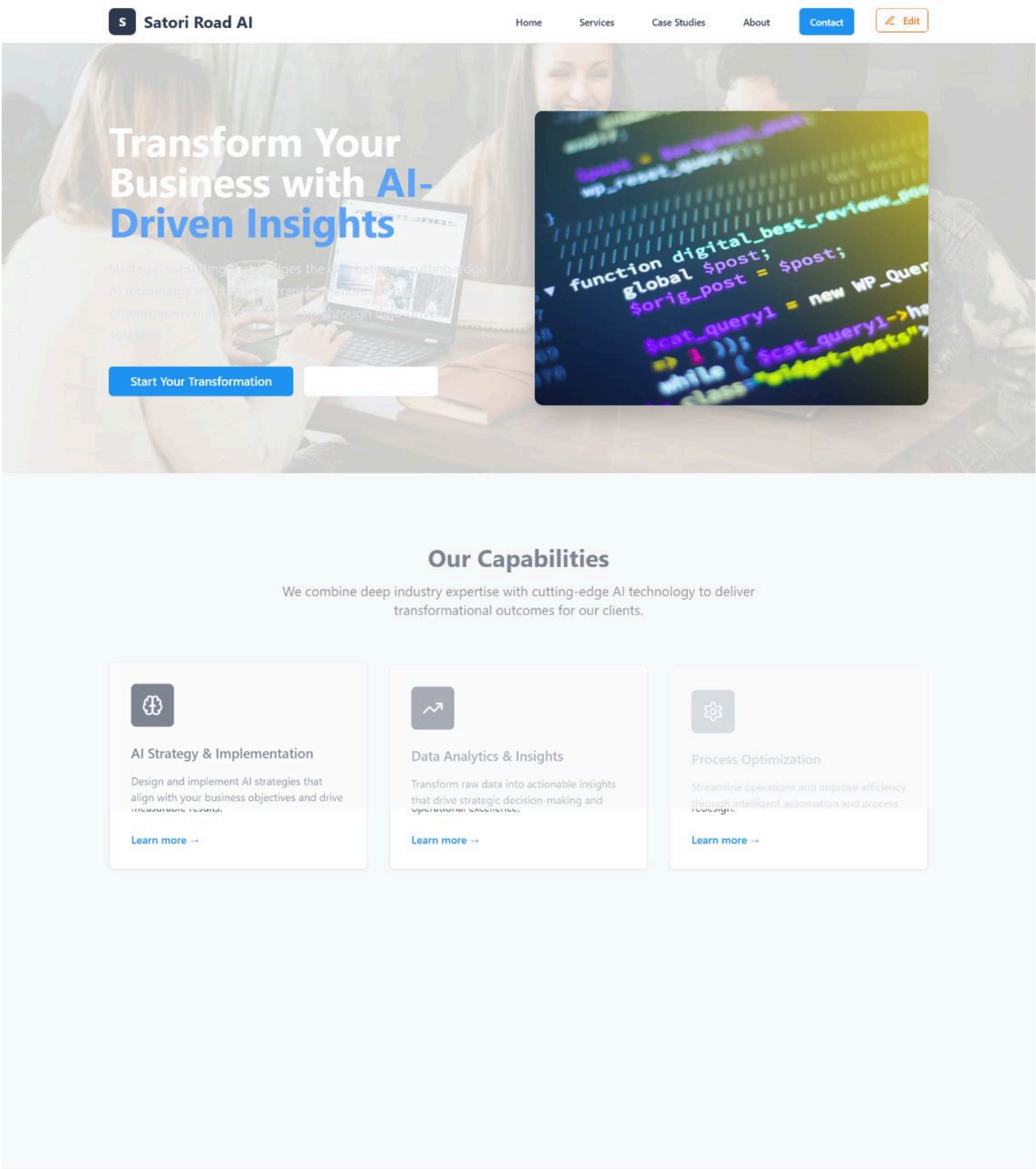
GOOD UI DESIGN



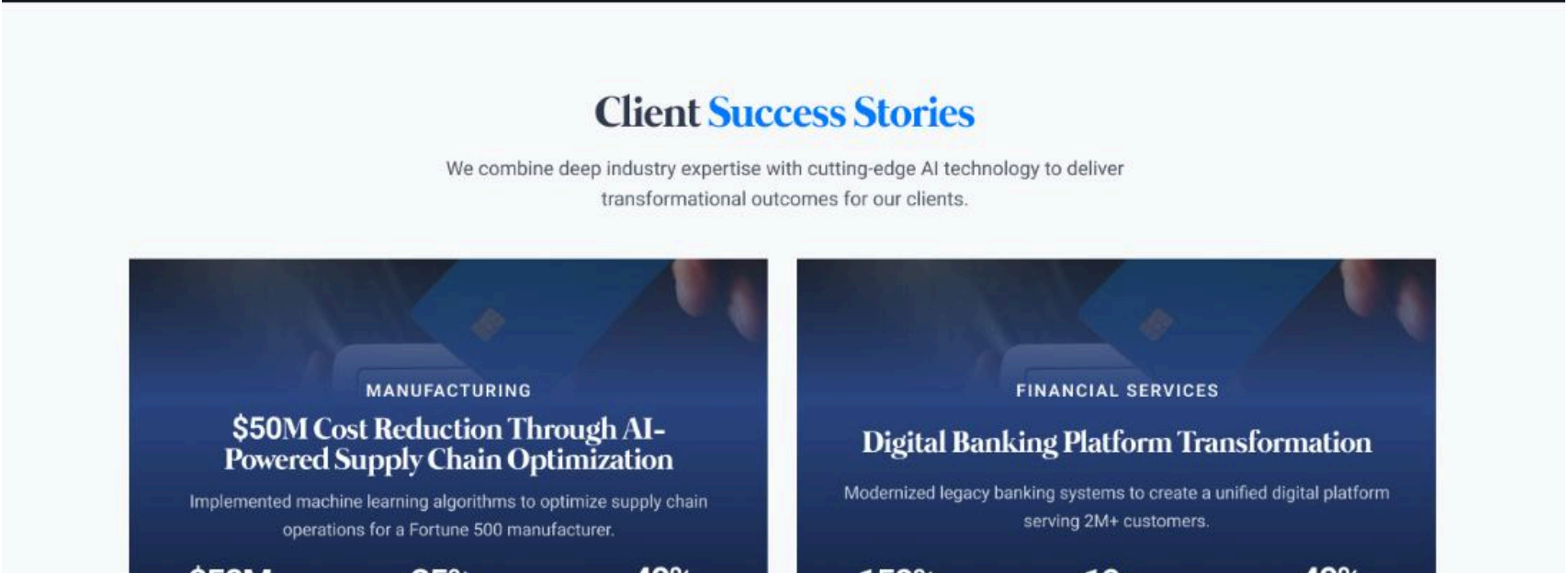
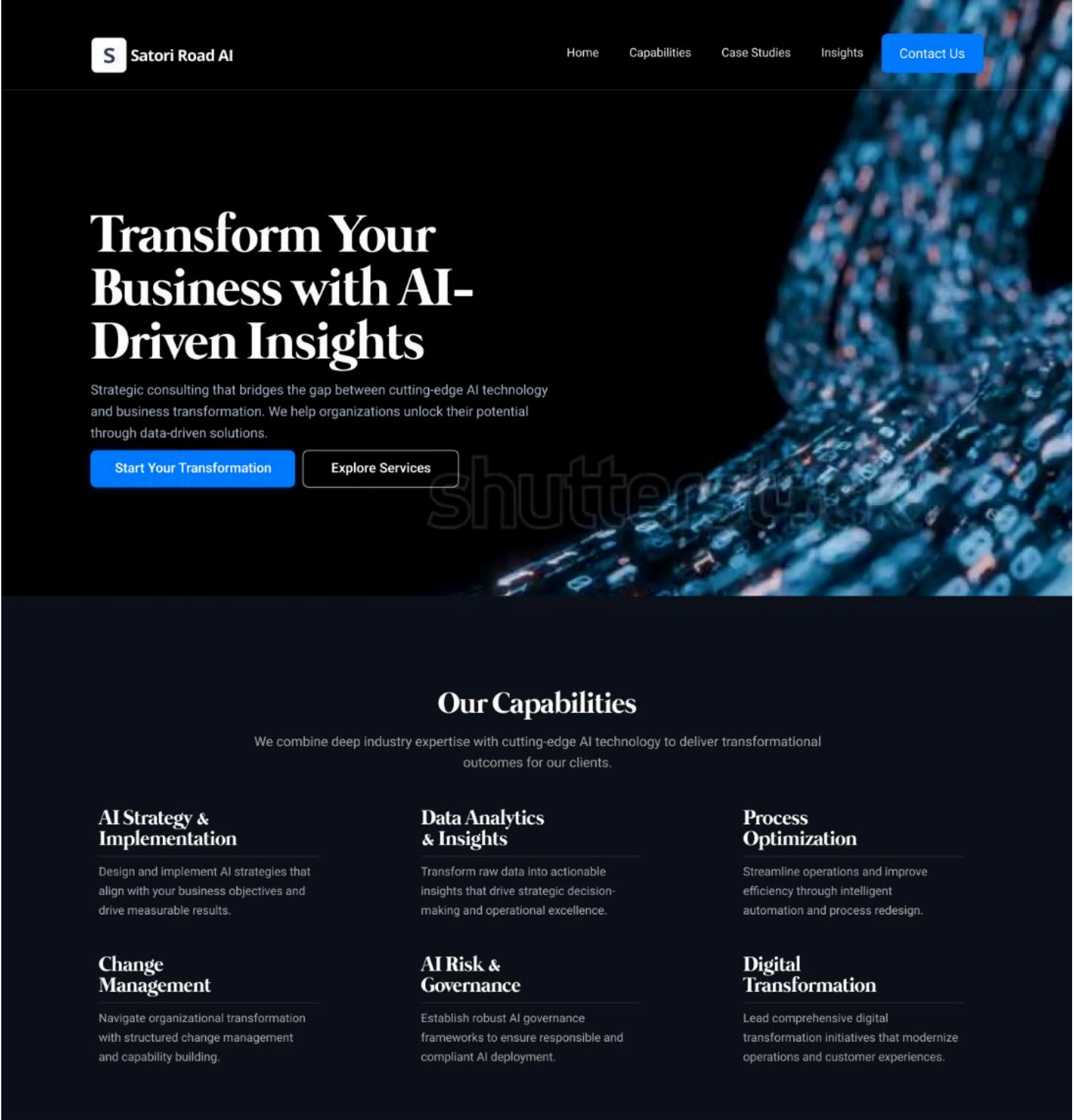
THIS IS ONE OF MY 1000\$ (2.8LAC RS) PROJECT, I SOLD TO CLIENT, RECENTLY.

THIS IS ONE OF MY 1400\$ (4 LAC RS) PROJECT, I SOLD TO CLIENT, RECENTLY.

BAD UI DESIGN



GOOD UI DESIGN



INTRODUCTION TO UI/UX

UX DESIGN – USER EXPERIENCE DESIGN

UX is about the overall experience a user has while interacting with a product – how easy, intuitive, and satisfying it is to use.

How does it feel?

FOCUSES ON:

- Usability
- Functionality
- User journey
- Problem-solving

WE WILL COVER THIS TOPIC IN OUR TRAINING SESSIONS.....



WHY UI/UX DESIGN IS A GREAT CAREER PATH

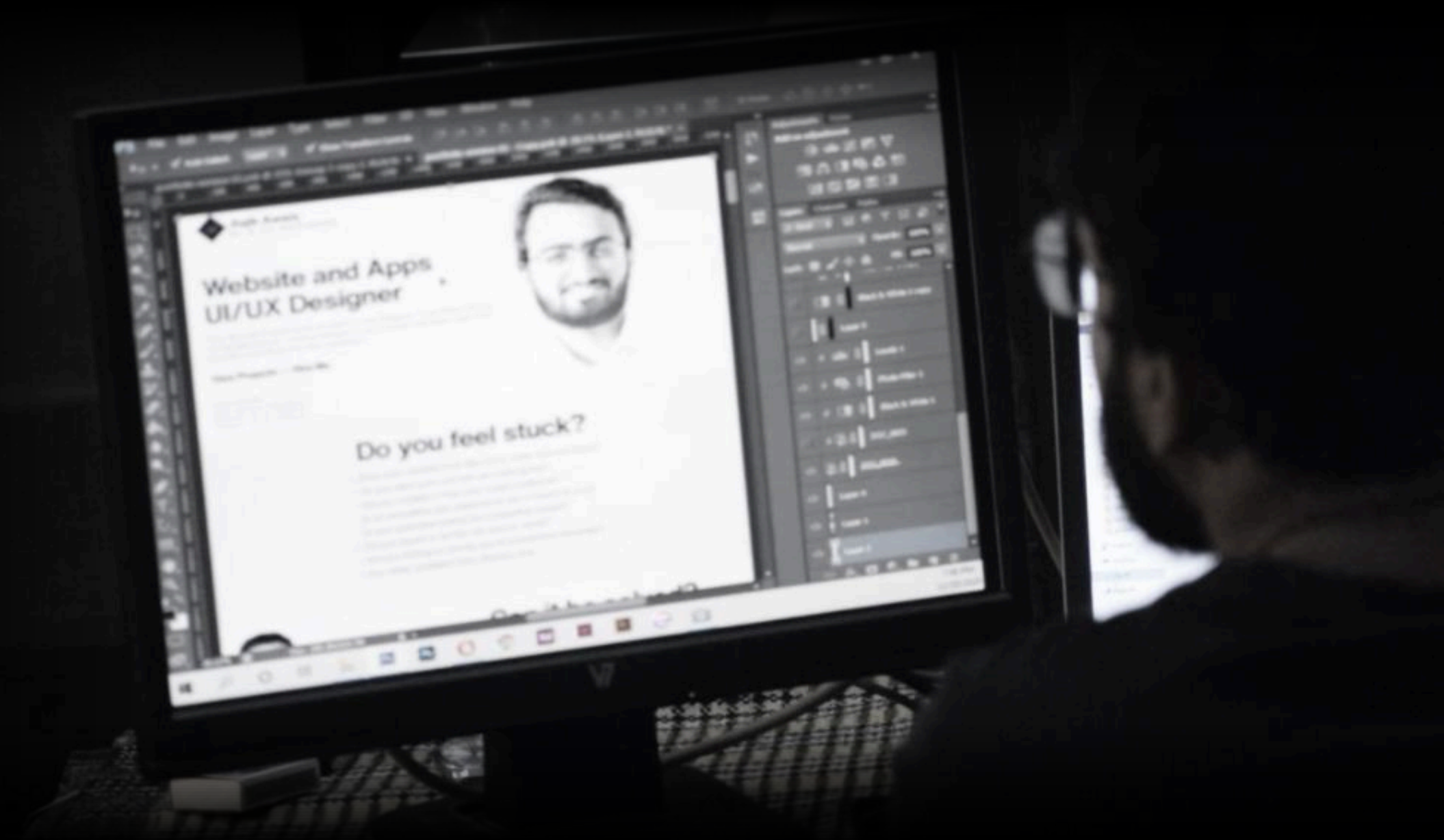
EVERY APP, WEBSITE, OR SOFTWARE PRODUCT NEEDS GOOD UI/UX. TECH COMPANIES, STARTUPS, BANKS, E-COMMERCE, HEALTHCARE – ALL NEED DESIGNERS!

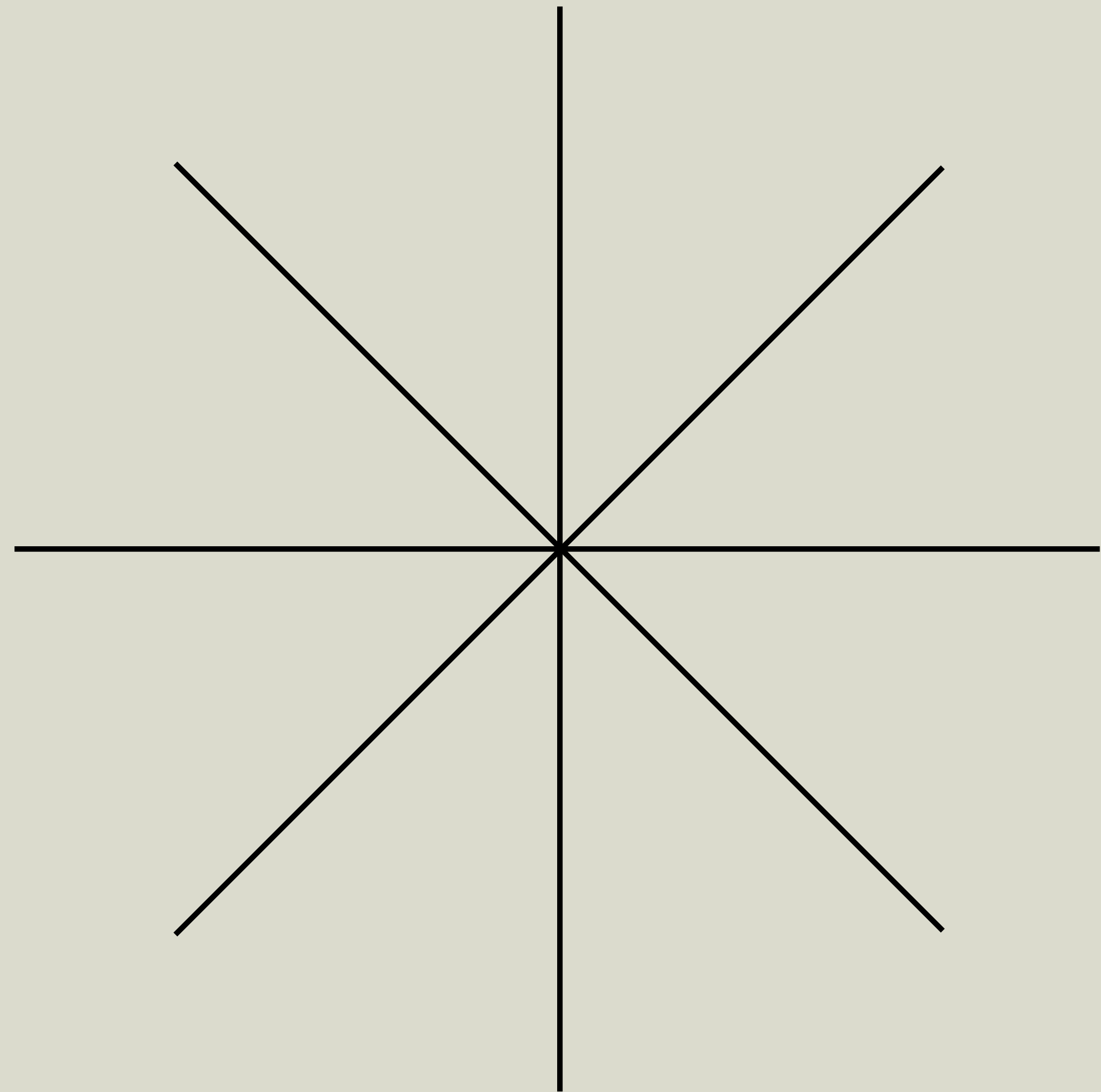
- **UI/UX DESIGNERS ARE AMONG THE TOP-PAID CREATIVE PROFESSIONALS.**
- **GLOBAL & REMOTE OPPORTUNITIES: WORK WITH GLOBAL CLIENTS OR COMPANIES FROM ANYWHERE!**
- **UI/UX DESIGN IS AMONG THE TOP 10 MOST IN-DEMAND SKILLS (ON UPWORK & FIVERR)**

- **AVERAGE PAKISTANI UI/UX DESIGNER EARN PKR 120,000 – 300,000/MONTH**
- **AVERAGE FREELANCE DESIGNERS EARN \$20,000-\$40,000/YEAR (1.2CRORE PKR)**

WHAT DO COMPANIES AND CLIENTS LOOK FOR IN A UI/UX DESIGNER?

- **STRONG & REAL PORTFOLIO**
- **ATTRACTIVE RESUME**
- **COMMUNICATION & PRESENTATION SKILLS**
- **DESIGN QUALITY & ATTENTION TO DETAIL**
- **EDUCATIONAL BACKGROUND / CERTIFICATIONS**
- **ENGLISH LANGUAGE PROFICIENCY**
- **MASTERY OF FIGMA (AND OTHER TOOLS)**
- **PROFESSIONALISM & WORK ETHIC**





WHAT'S INSIDE TRAINING...

IT'S NOT COURSE, I JUST HATE
COURSE WORD...
IT'S PRACTICAL TRAINING....

TRAINING FEATURES

- **UI/UX THEORY & CONCEPTS**
- **PRACTICAL TRAINING ON 10 REAL CLIENTS PROJECTS WORTH \$8000**
- **1-1: CONSULTATION**
- **REAL PORTFOLIO BUILDING**
- **LIVE ONLINE CLASSES SESSIONS**
- **COMPLETION CERTIFICATE**
- **FIGMA TRAINING**
- **UPWORK FREELANCING**
- **ATTRACTIVE RESUME BUILDING**



**25%
THEORY**

**45%
PRACTICAL
TRAINING**

**15%
PORTFOLIO**

**15%
FREELANCE & JOB HUNT**

TRAINING OUTLINE

WEEK 1 — INTRODUCTION TO UI/UX + DESIGN THINKING

Introduction to Design, Exploring aspects of design, Introduction to UI/UX, Why good design matters (real examples), Design thinking: empathize, define, ideate, prototype
Career paths: jobs, freelancing, business.

WEEK 2 — UX RESEARCH + WIREFRAMING

User personas, journeys, flows, Identify user pain points, Wireframe basics, Information architecture, Audience and competitor analysis, Industries and trends research, UX analysis, user stories.

1 PRACTICAL CLIENT PROJECT

WEEK 3 — FIGMA MASTERY + DIGITAL WIREFRAMING

Figma tools, Wireframing websites, landing pages, apps, Organizing files like a pro, Figma Plugins, Figma fundamentals, autolayout, components, tokens, and more.

2 PRACTICAL REAL TIME CLIENT PROJECT

WEEK 4 — VISUAL DESIGN + BRANDING

UI design principles: color, typography, spacing, Branding basics: logos, color palettes, style guides, Designing clean layouts for web and mobile, building brand guidelines, logo & brand construction, social media kit design.

2 PRACTICAL REAL TIME CLIENT PROJECT

WEEK 5 — PROTOTYPING + INTERACTIONS

How to build interactive prototypes, Adding links, flows, and transitions, Testing user flows, test and improve your prototypes based on user feedback, present prototypes to clients or employers, best practices for prototyping.

2 PRACTICAL CLIENT PROJECT

WEEK 6 — REAL CLIENT-STYLE DESIGN

How to design for real business needs, Creating dashboards, admin panels, landing pages, web apps, mobile apps, How to balance client requirements with good UX. User flows for web apps vs websites vs mobile apps.

1 PRACTICAL REAL TIME CLIENT PROJECT

WEEK 7 — BUILDING PORTFOLIOS

How to present your work on Behance, Dribbble, or your own site, Writing case studies that tell the story behind your designs, Setting up Upwork/Fiverr profiles the right way, How to price your work and write winning proposals.

1 PRACTICAL REAL TIME CLIENT PROJECT

WEEK 8 — JOB HUNT + FREELANCE

Where to apply for UI/UX jobs (freelance and full-time), How to stand out in job applications and interviews, How to write proposals that win clients, Tips for handling your first clients or job projects.

1 PRACTICAL CLIENT PROJECT

NOTE:
INSTRUCTOR CAN TWEAK CONTENT BASED ON BEST INTEREST OF STUDENTS.

THIS IS FOR YOU IF:

- **ALREADY UI/UX DESIGN WANT TO BOOST YOUR FUTURE**
- **STUDENT, FREELANCER, HOUSEWIFE, OR BEGINNER ENTREPRENEUR**
- **WANT TO EARN ONLINE BUT DON'T KNOW WHERE TO START**
- **BIG AMBITION, SMALL BUDGET**
- **TIRED OF THEORY — READY FOR REAL SKILLS**
- **WANT TO EARN IN DOLLARS FROM HOME**
- **DREAMING OF A HIGH-PAYING UI/UX JOB OR SIDE HUSTLE**
- **WANT TO BUILD REAL PORTFOLIO**
- **TIRED OF APPLYING TO JOBS & HUNTING PROJECT ON FREELANCE**

Enroll. Build skills. You'll thank yourself later.



IT'S SIMPLE

**IF YOU HAVE FIRE IN YOU TO DO
SOMETHING BIGGGGGG!**

YOU ARE IN.....

SCHEDULE?

1. YOU WILL ENROLL IN TRAINING AND ALLOT YOUR ROLL NUMBER

You'll officially join the training and be allotted your unique roll number for tracking.

2. LIVE THEORY SESSIONS & PRACTICAL PROJECTS EVERY WEEK

We will conduct once or twice live session, at the end of session you will be awarded projects with the deadline

3. FEEDBACK ON YOUR SUBMITTED PROJECTS

You'll get constructive feedback on your submissions — to improve fast and learn what clients actually want. It will help you polishing your portfolio & improve your skills.

4. 1-ON-1 CONSULTATION

You can book one 1-1 consultation session with me during training (to answer your questions, personally)

5. 8 WEEKS, 60 DAYS OF GROWTH

This is an 8-week focused training program designed to give you real UI/UX skills, practical experience, and strong portfolio to show off.

6. FINAL CERTIFICATION — IF YOU EARN IT

at the end of training you will be awarded certificate which will be verifiable on our portal against your given roll number, show it off your clients and employers to prove your experience.

RULES?

IT'S SIMPLE,... YOU NEED TO WORK REALLY REALLY HARD,....

- **IF YOU THINK YOU'LL JUST LISTEN, DISAPPEAR, AND DO NOTHING — THIS IS NOT FOR YOU.**
- ✅ YOU MUST WORK REALLY, REALLY HARD — AND I MEAN IT.**
- ✅ EVERY STUDENT WILL GET A ROLL NUMBER AND BE TRACKED FOR WEEKLY PROGRESS.**
- ⚠️ YOU WILL NOT BE AWARDED TRAINING CERTIFICATE, IF YOU DONT SHOW PROGRESS... I PROMISE...**
- ✅ YOU MUST HAVE A READY PORTFOLIO BY THE END — TO LAND REAL JOBS AND PROJECTS.**

REMEMBER, IT'S NOT COURSE AT ALL,....

BONUS

**TOP-PERFORMING STUDENTS WILL
GET INTERNSHIPS & JOB OFFERS.**

YEAH, IT'S TRUE...

HOW TO GET ENROLLED?

**OFFICALLY, WE ARE HAVE STARTED ACCEPTING
ENROLLMENTS,....**

SESSION STARTING FROM 17TH JULY 2025

GO TO

[HTTPS://LEARNWITHAQIB.COM/UIUXTRAINING/](https://learnwithaqib.com/uiuxtraining/)

PAY THE PRICE TRAINING FEE: RS 4500

WE ARE OFFERING 30% DISCOUNT FOR EARLY 20 STUDENTS ONLY TILL 15TH JULY,2025

ENROLL NOW FOR JUST RS 4500 ~~6500~~

THE NEW COURSE FEE WILL BE PKR 6,500 EFFECTIVE FROM 15TH JULY 2025.

ENROLL NOW, TODAY TO GET YOUR LIMITED DISCOUNTED SEAT IN PRACTICAL TRAINING.....



TOP-PERFORMING STUDENTS WILL GET INTERNSHIPS & JOB OFFERS.

Become a UI/UX Designer with 10 Real Client Projects — Start Earning 2 Months

✓ 1-1: Consultation

✓ Real clients projects

✓ Completion certificate

✓ Freelance

✓ Remote job

✓ Real portfolio building

✓ Live online classes

Session Starting from 17th July, 2025

FULL PRICE PKR6500

Enroll Now PKR 4500


19 Seats Left — Join Now & Save 30% Before 15th July, 2025

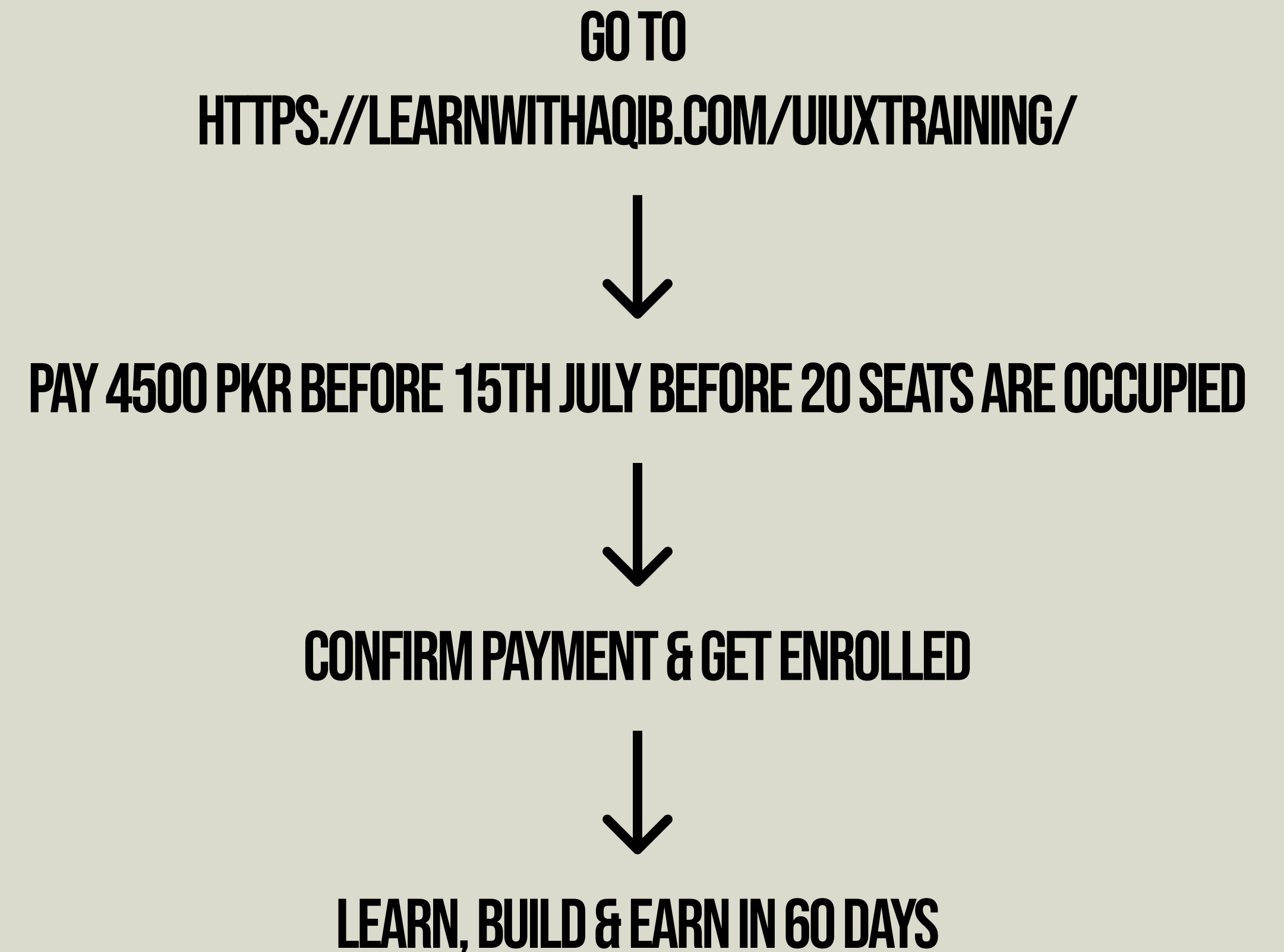
No Degree Needed. No Prior Experience Needed. Just Results.

30% OFF if you enroll before July 15th, 2025

Learn with real client projects > Build real portfolio > Start earning in 2 months

Enroll Now PKR 4500
Only 19 Seats remaining





THANK YOU!

ANY QUESTIONS?

[HTTPS://LEARNWITHAQIB.COM/UIUXTRAINING/](https://learnwithaqib.com/uiuxtraining/)