

Sundas Ilyas

(Senior UX/UI Designer)

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Senior UX/UI Designer with 6+ years of experience designing complex web and mobile platforms, including SaaS-based healthcare and internal enterprise systems. Proficient in simplifying technical workflows using user research, WCAG-compliant accessibility, and scalable design systems. Led end-to-end product design in agile environments, collaborating with product managers, engineers, and stakeholders across distributed teams. Passionate about solving customer experience challenges through data-informed decisions, usability testing, and inclusive design.

Experience

FEB 2021– MAR 2025

User Experience Designer | Experience Care/WellSky | Remote, USA

Collaborated with engineers and PMs to deliver scalable design systems across complex healthcare workflows. Simplified multi-step interfaces for role-based dashboards, improving task completion rate by 35%. Led usability testing sessions and transformed research into actionable UX/UI enhancements.

SEP 2024 – PRESENT

Demonstrator | Birmingham City University | Birmingham, UK

Assist the professor with hands-on sessions focused on human-centered design, helping students understand and apply user-centric principles in real-world scenarios. Provide dedicated support during practical classes by guiding students through Figma and other design tools, enhancing their ability to create effective wireframes, prototypes, and user journeys.

JUN 2023 – JAN 2024

Expert Digitalization | Jazz | Islamabad, Pak

Improved the internal employee portal and related modules, enhanced usability, conducted usability testing and refined visual design, which resulted in a significant increase in user engagement. Led UX and UI design for internal platform modules, from discovery through delivery. Designed scalable components using Figma, collaborated closely with PMs and engineers, and improved user flow clarity—resulting in a measurable increase in task completion and satisfaction.

JUL 2021 – JUN 2023

Senior UI/UX Designer | Abacus Consulting | Islamabad, Pak

Redesigned key features of the procurement platform, replacing outdated paper-based processes and improving task efficiency by 30% through user feedback and usability testing. Optimized the company website's UX using A/B testing, resulting in a 40% increase in click-through rate and enabling informed, data-driven design improvements. Strategized UX workflows using Jira and agile methodologies, increasing task visibility, cross-functional coordination, and ensuring timely project delivery.

FEB 2020 – JUL 2021

Creative Executive | Nayatel | Islamabad, Pak

Designed and delivered visually compelling social media campaigns and web assets. Enhanced digital presence by creating engaging visual content across websites and customer portals, aligned with UX best practices. Established and maintained brand guidelines, ensuring design consistency across platforms and driving higher brand recognition and engagement.

Skills

User Research • Journey Mapping • Persona Creation • Information Architecture • Usability Testing • A/B Testing • Data-informed Design • Wireframing • Prototyping • Figma • Design Systems • Accessibility (WCAG) • Responsive Design • Microinteractions • Mobile & Web Apps • Agile Methodology • Cross-functional Collaboration • Product Strategy • Stakeholder Communication • Scrum • HTML/CSS • Design Tokens • Component Libraries • AI-assisted Design Tools • Analytics Integration

Education

JAN 2025

MSc. User Experience Design | Birmingham City University, United Kingdom

Distinction

JUL 2016

BSCS | Arid Agriculture University, Rawalpindi Pakistan

3.7/4

Research Project

Conducted a dissertation project focused on integrating AI tools into high-fidelity UX design workflows, comparing AI-led, hybrid, and component-based approaches. The research followed a mixed-methods strategy to evaluate usability, designer confidence, collaboration, and design quality with 24 design students. Findings contributed actionable insights and practical guidelines to enhance AI-assisted design workflows—emphasizing contextual understanding, prompt literacy, and the human-AI balance in creative problem-solving, aligning with responsible and privacy-conscious AI principles.

Tools

Figma • Miro • Asana • Adobe XD • Photoshop • Illustrator • Balsamiq • AI tools • Notion • Google Analytics

Certifications

Artificial Intelligence Micro-Certification (AIC) • McKinsey Forward Program • Start the UX Design Process: Empathize, Define, and Ideate • Foundations of UX Design (2022) • Project Management (2022) • Human-Centered Design (2022) • Master Digital Product Design (2021)