

12+ years turning complex fintech, SaaS, and government workflows into products people can actually use. I work end-to-end strategy, research, UI, enhance experience, design systems so teams ship without losing clarity along the way. My methods cut task completion time by 30% streamlining handoff from design to development.

## EXPERIENCE

### Product Designer, Consultant

Aitropolis Technologies - Dubai / Feb 2026 - Present

- Owns end-to-end UX for dashboards and transactional journeys, coordinating with engineering to ship on-spec, feasible designs across cloud and AI-enabled platform rollouts.
- Establishes design systems and AI-embedded workflow patterns that improve delivery speed and cross-team consistency for compliance-aware enterprise platforms.

### Senior Product Designer

RAKEZ - Ras Al Khaimah / Dec 2024 - Dec 2025

- Reduced task completion time by 30% redesigning multi-step service-requests workflows, aligned to visa and business principals.
- Built a modular design system that cut development cycles by 25% and standardized UX across all platform touchpoints.

### Lead UI/UX Designer, Remote

Etech Logics - Dubai / Jan 2023 - Nov 2024

- Built and maintained an 80+ component design system, standardizing UI across three enterprise products and accelerating design-to-dev delivery.
- Cut onboarding friction and support ticket volume by iterating on Hotjar findings with progressive disclosure patterns.

### Web / Graphic Designer

edirect - Dubai / Feb 2022 - Jan 2023

- Designed brand identities and logo concepts for new client pitches, translating strategy into proposals that won engagements.
- Built landing pages for lead-generation campaigns across UK, local, and international clients, lifting CTA conversion from 45% to 77%.
- Owned day-to-day design delivery remotely alongside edirect's UK-based design manager across branding and campaign work.

### Digital Product Design & UX/CX Research

Al Futtaim Technologies - Dubai / Dec 2017 - Nov 2019

- Coordinated cross-departmental teams to translate UX/CX research into enterprise product strategy, aligning research, product, and engineering stakeholders.
- Built customer journey maps identifying pain points and cross-team coordination gaps, informing prioritization decisions for stakeholders.

### Graphic Designer / Marketing Executive

CARMA - Dubai / Dec 2015 - Nov 2017

- Managed multiple internal and external marketing campaigns for the company.
- Maintained brand consistency across regional and international offices in 12 countries.

### Sr. Digital Designer

Traffic Digital - Dubai / Dec 2011 - Nov 2015

- Managed a team of 4 designers and 2 developers.
- Handled day-to-day servicing for multiple key agency clients.

## BEYOND THE WORK

### xJudge, Dubai - Gulf CX Awards 2018

- Evaluated business digital transformation initiatives submitted by regional businesses.

### Mentor, App Olympic awarded team

- Advised a student team pro-bono on Emudy, an edtech app concept; the project won Best App for its category.

## SKILLS

Design Systems

Figma Tokens / Dev Mode

High-Fidelity Prototyping

UX Strategy & Roadmapping

RTL / LTR Component Architecture

User Research & Usability Testing

A/B Testing & UX Audit

WCAG 2.1 AA Accessibility

Stakeholder Facilitation

Agile / Scrum Delivery

## TOOLS

Figma (+ AI automation)

Adobe CS (Photoshop, Illustrator, InDesign, XD, After Effects)

Hotjar / Google Analytics

Jira / Confluence

Claude, ChatGPT, DeepSeek

Lovable.dev, Relume

Google AI Studio

Framer

## EDUCATION

University of the Punjab, Pakistan

B.A. Journalism

Edge System International, Pakistan

E-Commerce, Digital Marketing

Boston College of Computer Sciences, Pakistan

Web/Graphic Design

## CERTIFICATIONS

Digital Retailing / eCommerce

User Experience Design Fundamentals

UX & Web Design Master Course

Google Ads / AdWords Consultation