

Allah Bakhsh

Senior Product Designer

abakhsh56@gmail.com

+92 306 985 6575

www.behance.net/abkhawaja

<https://craft-by-ab.framer.website>

Experience

Sr UI/UX Designer | i2c inc.

May 2025 - Present | Lahore, Pakistan

A global fintech company providing digital banking and payment solutions, serving 200+ countries and millions of users worldwide.

Design Strategist & Execution: Defined and led 7+ UX fintech modules across i2c customer and agent portals, establishing the UX strategy that unified experiences and streamlined operational workflows for global users.

AI Fintech Bot: Collaborated with the PM and delivered 5+ AI chatbot flows that autonomously handled customer requests like an agent which cut task completion time from minutes to seconds and reduced operational costs by 70%.

White-Label Design System: Collaboratively designed and implemented a component-based web and mobile framework with the Design Manager and Engineering team for white-label fintech products, enabling faster client onboarding and consistent UX across branded solutions, reduced design time from 2 days to 4 Hrs and development time by 50%.

Culture & Collaboration: Participate and coordinate internal social events and design talks within the organization.

Product Designer | Alsharqi.co

June 2021 - April 2025 | Lahore, Pakistan

Dubai-based logistics company offering freight forwarding, warehousing, and customs brokerage services globally.

Shipment Booking Experience: Led the UX redesign of the shipment booking portal from audit to launch. Collaborated with PM, Engineering, Sales, and Marketing to ship in 6 months reduced booking time by 50%, improve quote processing by 99%, operational efficiency by 40% and user engagement by 16.5% respectively.

UX Audit & IA Optimization: Conducted a targeted UX audit across major modules, identified and removed IA bottlenecks in key user journeys, for smoother and efficient user flows.

Fleet Management App: Designed and delivered a fleet management app from 0→1 with the PM in 3 months.

Task-Templated Freight Modules: Designed and shipped freight task templates for agent collaboration BA team, accelerating workflow by 4X and reducing operational costs 70%.

Design System at Scale: Built atomic design system from scratch and then scaling with time which helps in improving visual consistency and reducing developer handoff issues by 24%.

Leadership & Culture: Mentored Jr designers, established structured feedback loops, and shifted the product org from feature-driven delivery to an outcome-focused design practice.

UI/UX Designer | Nextscrum

Jan 2020 - May 2021 | Lahore, Pakistan

A full-service software design and development company creating web and mobile applications for startups and businesses worldwide.

Joined as a UI/UX Designer, collaborating on diverse client projects across E-commerce, Healthcare, Design Agencies, and B2B/B2C sectors. Led the design of intuitive web and mobile applications, built a unified design library to maintain consistency, and partnered with Product, Marketing, and Engineering teams to deliver cohesive, high-quality user experiences.

Education

BS in Information Technology

Government College University (GCU),
Faisalabad, Pakistan

2015 – 2019

Skills & Expertise

Heuristic Analysis
User Interviews
Usability Testing
User Persona Generation
User Workshop Facilitation
Product Strategy
Wireframing & Mockups
Advanced Prototyping
Design System
Motion Design
Visual Design

Research

User Interviews, Usability Testing, Persona Hypothesis, Competitor Analysis, Tree Testing, Stakeholder Feedback

Toolstack

Figma, Framer, After Effects, Lottiefiles, Miro, FigJam, Photoshop, Sketch,

Product / Project Management

Jira, Teams, Slack, Notion