

Syeda Urooj Sohail

Senior Product Designer · UX/UI and UX Research

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SUMMARY

Senior product designer with 7 years taking products from research to release. Independent since 2019, working with distributed teams in fintech, healthcare, mental health, edtech and AI. Experienced in complex, high-stakes products, from a clinical therapy chair to a mental health app for high-risk patients. Clients keep coming back: Nicky grew from a 3-month brief to 16 months.

- **Track record:** 100+ client projects · Top Rated on Upwork (100% Job Success) · Fiverr Pro
- **Platforms:** mobile, web, tablet, kiosk, medical devices, smartwatch
- **Industries:** fintech, crypto, healthcare, mental health, edtech, AI, food, hospitality, travel

SKILLS

- **Research:** User research · Usability testing · Personas · Competitive analysis · Accessibility
- **Design:** Information architecture · User flows · Wireframing · Prototyping · Design systems
- **Tools:** Figma · Framer · Webflow · Adobe Photoshop & Illustrator

EXPERIENCE

Nicky - Sole Product Designer

Feb 2024 - May 2025

Fintech · Accounts-receivable web app and marketing website

- Hired for a 3-month redesign; extended to 16 months within an international remote team.
- Rebuilt the information architecture and simplified the core payment flows: receiving payments, invoice settlement and reporting.
- Built the design system from scratch, still in use today, and took the product through three prototype versions to the live release. Also designed the marketing website.
- After relaunch, the platform processed USD 1M+ in transactions within months and grew to 400+ registered users, while support queries fell.

Medical device manufacturer (NDA) - Product Designer

Nov 2025 - Dec 2025

Healthcare · Therapy chair touchscreen and web dashboard

- Designed and prototyped the touchscreen interface of a pelvic floor therapy chair used by elderly patients in hospitals, clinics and at home.
- Turned dense clinical controls into a clear interface: therapy programs, chair positioning, lighting and music, plus advanced magnetic stimulation and PEMS settings.
- Designed a coil-positioning flow around an interactive 3D chair model, and an admin dashboard for tracking therapies and managing organisations, devices and users.

MindWise DBT - Product Designer

Sep 2025 - Aug 2026

Mental health · Patient mobile app with therapist and caregiver portals

- Designed a dialectical behaviour therapy (DBT) app for high-risk patients over two contracts (about 6 months), rehired after the first.
- Designed the full patient journey, from onboarding and daily check-ins to treatment, plus a 50+ screen Learn module of exercises, quizzes and questionnaires.
- Designed separate portals for therapists and caregivers.

SchoolSims - Product Designer

Apr 2026 - Oct 2026

Edtech · Responsive web platform for educator training simulations

- Hired to redesign one screen; rehired three times within months as the scope grew to new features and full responsiveness.
- Redesigned the main dashboard from a rough concept into a clear layout for the simulation library, cohort progress, professional standards and reporting.

Mindful Mel - UX Researcher

Dec 2025

Neurodiversity and wellbeing · UX research playbook

- Wrote a UX playbook for making the Mindful product neurodivergent-friendly, covering personas, cognitive load thresholds and user flows.
- Ran competitive analysis and prototype observations, and turned the findings into design guidelines and recommendations.

EARLIER ENGAGEMENTS

- **Mexican restaurant (NDA)** · Hospitality · 2024 - Designed a tablet point-of-sale system for menus, order taking and table seating.
- **ProductUpdates** · SaaS · Apr - Sep 2023 - Redesigned the platform and marketing site and built a new design system.
- **SphynxLabs** · Crypto · Mar - Jun 2023 - Redesigned the platform and mobile app, contributing to a 25% rise in new users; designed QR-code crypto payments.
- **PremedGo** · Healthcare · Apr - Dec 2022 - Led product design across web and apps, working with product managers and developers.
- **Institutional investor platform** · Fintech · 2026 - Designed a 72-screen platform in Figma in two weeks.

EDUCATION

Bachelor of Science in Software Engineering

2018 - 2022

Mohammad Ali Jinnah University, Karachi

Relevant coursework: Human-Computer Interaction (HCI), with a foundation in software development and engineering principles.