

Abdullah Sheikh

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Product Designer (AI Products)

AI Product Design | Design Systems | Complex Workflows | Figma | UX Research | Making dense, data-heavy products feel obvious.

Product Designer with 5 years across AI, fintech and B2B SaaS products, with a background in Software Engineering and a Master's in Human-Computer Interaction. Turns complex workflows into interfaces people can move through quickly, from leasing, pricing and payment journeys to AI model management dashboards. Owns the full design cycle, from user research and information architecture through to final UI, and builds scalable design systems that let engineering ship faster. Strong in data-driven UX, A/B testing, usability testing and AI-driven user research, working in Figma, Illustrator, Miro, Photoshop, CSS, HTML and JavaScript.

WORK EXPERIENCE

Stealth Startup

United States, Remote • 11/2025 – Present

Senior Product Designer • Freelance

- Leading the design of leasing and financial flows, turning complex pricing, contracts and payment journeys into steps users can follow without support.
- Designing key functionality for the B2B and B2C marketplaces launching next year, contributing directly to the product roadmap.
- Building and optimising the internal CRM, a dense operational tool used daily by sales, operations and customer success.
- Driving a significant increase in landing page performance through A/B testing and psychological triggers like scarcity and social proof.
- Working shoulder to shoulder with product managers, engineers and stakeholders to ship intuitive, high-impact experiences.

adly

California, United States • 09/2024 – 05/2025

UX/UI Designer • Freelance

- Created and implemented a design system from the ground up, improving brand consistency and speeding up design-to-dev handoffs by 50%.
- Increased conversion rates by 200% through A/B-tested landing page redesigns, combining persuasive UI with psychological triggers like scarcity and social proof.
- Reduced bounce rates by 25% by simplifying navigation and clarifying messaging, using heatmaps and analytics to guide iterative improvements.
- Facilitated cross-functional design workshops with product, engineering and marketing to align on one user journey from acquisition to retention.

Embold

Canada • 06/2020 – 09/2024

UX/UI Designer • Full-time

- Tripled influencer engagement (4k to 12k+) in under a year by redesigning core workflows and dashboards around how users actually work.

- Built and scaled a Figma design system with custom tokens and components, speeding up designer onboarding and holding the product visually consistent as it grew.
- Led end-to-end product design of new features, from whiteboarding and wireframing through to pixel-perfect UI, with rapid iteration between releases.
- Ran user research and stakeholder interviews to surface pain points, improving usability and increasing CSAT by 30%.
- Boosted platform growth by 35% through UX improvements grounded in journey mapping, micro-interactions and persuasive design.

Upwork

01/2019 – 08/2023

Top-Rated Freelance UI/UX Designer

- Worked deep in fintech, healthtech, marketplaces and B2B SaaS, adapting design decisions to hit both business KPIs and user goals.
- Delivered 200+ projects for startups, agencies and SaaS products across Europe, the U.S. and the Middle East, holding a 100% job success rate.
- Acted as designer and strategist for founders, shaping positioning, onboarding and conversion flows alongside the interface itself.

EDUCATION

Master's in Human-Computer Interaction

09/2023 – 09/2025

University of Trento, Trento, Italy

- Supported an EU-funded HCI project to improve student well-being in remote learning using bio-sensing. Led usability testing and qualitative research to validate focus-boosting and fatigue-reducing design interventions.

Bachelor of Software Engineering

NUST • GPA: First Class

CERTIFICATIONS

Free-to-Paid Conversion

08/2025 – 08/2025

Appcues

Enterprise Design Thinking Practitioner

07/2025 – 07/2025

IBM

Google UX Design

Google

Learn Adobe Xd Webdesign: Design websites from zero: UX & UI

AWARDS & SCHOLARSHIPS

Winner, DigiEduHack 2024

10/2023

PROJECTS

AI Model Management Dashboard: UX/UI Design for Fine-Tuning Workflows

Smartevee

- Conceptualised and designed a dashboard UI for managing AI model fine-tuning workflows, with visual indicators for training progress (e.g. "In Progress," "Completed," "Draft").
- Created fully responsive screens and clickable prototypes in Figma, later used as the foundation for a live product demo.

WeGuide

05/2019 – 05/2020

- Designed key flows for WeGuide, a digital health platform used by Australian healthcare providers. Created HIPAA-compliant, intuitive patient experiences and boosted engagement through personalised features and behavioural nudges. Product live at: <https://www.weguide.health/>

Exploring Empathy in Social Robotics

09/2024

- Investigated "At what point does a social robot become worthy of human empathy?"
- Conducted observations, interviews and focus groups to analyse human attitudes towards robots
- Designed and facilitated a workshop to examine robot perception across different industries
- Developed personas and prototypes for empathic robot design

SKILLS

Product Design, AI Product Design, B2B SaaS, Design Systems, Complex Workflow Design, Dashboard Design, Internal Tools & CRM Design, Figma, Prototyping, Wireframing, Information Architecture, Interaction Design, User Experience (UX) Design, User Interface (UI) Design, UX Research, User Research, Usability Testing, User-centered Design, Design Thinking, A/B Testing, Journey Mapping, Responsive Design, Accessibility, Inclusive Design, Financial Services, Fintech, Design Tokens, GA4, Hotjar, Mixpanel, Contentsquare, HTML, CSS, JavaScript