

Syed Al Kamar

Senior Product Designer · UX Strategy · Design Systems

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Based in India · Relocating to Dubai / Abu Dhabi, UAE at own cost · Indian national · Available on notice period

SUMMARY

Senior Product Designer with 8+ years leading end-to-end UX/UI for consumer mobile and web products, with the deepest focus in healthtech and fintech. Led the UX strategy for Abu Dhabi 360, a UAE national wellness platform, driving a 30% increase in 30-day retention through simplified behavioural flows. I own outcomes end to end, framing problems, running research and shipping alongside PMs and engineers, and I mentor designers as I go. Ready for a Senior or Lead Product Design role in the UAE.

EXPERIENCE

Senior UX Designer, Personify Health

Apr 2025 – Present

Global digital health and wellness platform · Mobile and web · Hybrid

- Lead design for the TPA (third-party administrator) product, partnering with PMs to define problem spaces and measurable UX KPIs; cut operational cost by ~40% by streamlining the claims and admin workflow.
- Ran generative research and usability testing with 20+ power users, lifting usability-test task success by ~50% by designing around real user behaviour.
- Extended and governed the design system (100+ components) across mobile and web, cutting design-to-development handoff time and speeding up feature delivery.
- Mentor designers, run design critiques, and present design rationale to leadership.

Senior UI/UX Designer, Quytech

Apr 2021 – Feb 2025

Product design studio · Consumer mobile, web and AR/VR/AI for clients in the UAE, US, EU and India · Gurugram, India

- Owned end-to-end product design for flagship consumer products in fintech, crypto/Web3 and healthcare, including MBD Financials (e-commerce with blockchain payments) and Magic Avatar (consumer AI editing).
- Simplified high-friction, multi-step journeys into intuitive flows tied to business KPIs, with 30%+ conversions and 40%+ task completion.
- Built and maintained reusable component libraries that reduced design-to-development handoff time by ~30%.
- Mentored junior designers and led design-quality reviews across concurrent projects.

UI Designer, CY International

Apr 2020 – Mar 2021

Responsive web and brand design for B2B clients

- Designed responsive web layouts and clearer information architecture that grew client traffic by 40%+.
- Directed advertising, tradeshow and packaging creative that strengthened brand differentiation for regional businesses.

UI + Graphic Designer, Trans Global Print

Feb 2018 – Feb 2020

Digital and print product design

- Produced UI and digital assets for web and print, plus brand and packaging collateral that improved product marketability.

Graphic Designer, JMD Rotographics

Aug 2017 – Jan 2018

FMCG packaging and brand assets

- Designed FMCG packaging and brand assets that supported regional product launches.

FEATURED PROJECTS

Abu Dhabi 360

UAE government wellness platform (Abu Dhabi Sports Council). Led UX strategy: personas, journey mapping and onboarding redesign. +30% 30-day retention. Case study

Personify Health TPA

Claims and admin workflow redesign (~40% lower operational cost) and a 100+ component design system across mobile and web. Case study

MBD Financials

One storefront for NFTs, physical and phygital products with MetaMask wallet integration. Case study

Magic Avatar	AI photo and video editing app for creators; two rounds of usability testing shaped a 3–4 step core editing flow. Case study
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CORE COMPETENCIES

Strategy & leadership	Product and UX strategy, problem framing, roadmap prioritisation, mentoring and design critiques, stakeholder workshops, executive storytelling
Research & insights	Generative and evaluative research, user interviews, usability testing, journey mapping, personas, insight synthesis
Design & systems	Interaction design, information architecture, high-fidelity prototyping, mobile-first and responsive design, accessibility (WCAG), design systems and component libraries
Tools	Figma (advanced), FigJam, Sketch, Adobe Creative Suite, Miro, Notion, Jira
Domains	Healthtech and fintech (primary); e-commerce, Web3/NFT, EdTech, gaming, SaaS

EDUCATION & CERTIFICATIONS

BCA	Bachelor of Computer Applications, Mathematics & Computer Science · Jamia Hamdard University, New Delhi
Certificate	Google UX Design Professional Certificate · Coursera, 2022
Languages	English (full professional) · Hindi (native) · Arabic (elementary, improving)