

Abdul Ghafar

www.linkedin.com/in/abdulsdsk

UI/UX Designer | Product Designer & Design System Designer

User-centered UI/UX Designer with 4 years of experience leading the design thinking process from [Research and Journey Mapping through Wireframes, Prototypes, and High-Fidelity Visual Design](#) across [Mobile, Web, and Wearable Platforms](#) in [Figma](#). Experienced in building and maintaining scalable [Design Systems and Tokens](#), applying [AI Experience](#) to UI/UX workflows and conversational AI interfaces, and creating [Mobile-First, Responsive Designs](#). Strong collaborator with [Product Managers, Developers, and Stakeholders](#), with a track record of documenting design processes and iterating quickly on feedback.

Contacts

abdulsdsk@gmail.com
+92 308 7357390

Portfolio

abdulsdsk.framer.website
dribbble.net/abdulsdsk
behance.net/abdulsdsk

Education

Bachelor of Science | Computer Science
2018 - 2022 | University of Agriculture Faisalabad

Language

English
Urdu
Punjabi

Experience

UI/UX Designer • Fantech Labs

Feb 2023 - Present | Okara, Punjab, Pakistan

Fantech Labs is an IT agency that provides highly innovative and flexible solutions to address the technological and digital needs of businesses.

- Led the design thinking process end-to-end — research, personas, journey mapping, wireframes, prototypes, and high-fidelity UI — for mobile, web, and wearable applications, enhancing user experience and engagement.
- Conducted user research and usability testing, translating insights into iterative, user-centered design refinements.
- Applied AI experience to UI/UX workflows, including conversational AI interfaces, to improve usability and decision-making during the design process.
- Created and maintained design systems, component libraries, and tokenization standards to ensure consistency and efficiency across multiple products.
- Built mobile-first, responsive design solutions in Figma for fintech, edtech, blockchain, e-commerce, and real estate clients.
- Documented design processes and rationale, ensuring alignment and transparency across product, engineering, and marketing teams.
- Collaborated closely with product managers, developers, and marketers to deliver designs aligned with business goals, incorporating stakeholder feedback throughout.

Brand Designer • MetaFourt Pvt. Ltd

May 2022 - Feb 2023 | Faisalabad, Punjab, Pakistan

Metafourt is a standalone IT company that provides services in technologies such as Web/Mobile App Development, Design, AI, and Machine Learning.

- Developed visual identities and design systems for clients across multiple industries, ensuring consistency across digital and print touchpoints.

- Designed user interfaces for mobile and web applications, applying core UI/UX principles to deliver seamless user experiences.
 - Conducted market and user research to inform design decisions, iterating designs based on stakeholder and user feedback.
 - Created and maintained brand guidelines and style guides, documenting standards for cross-team consistency.
 - Collaborated with marketing and development teams to deliver cohesive, user-centered brand experiences.
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Certificates

User Interface Design Essentials - UI/UX Design

The User Interface Design Essentials - UI/UX Design certification equips designers with fundamental skills to create user-friendly interfaces. It covers key principles and practices for designing intuitive user experiences across digital platforms.

- **UI/UX Basics:** Core concepts and differences between UI and UX design.
- **Design Principles:** Essential principles like balance, contrast, and consistency.
- **Wireframing & Prototyping:** Techniques for creating and testing design ideas.
- **Design Tools:** Proficiency in Figma.
- **Responsive Design:** Creating interfaces that work across various devices.
- **Visual Design:** Basics of typography, color theory, and layout.
- **Interaction Design:** Implementing interactive elements to enhance user experience.
- **Design Systems:** Developing style guides for design consistency.

Advanced Prototyping and Interaction Design

Successfully completed the 'Advanced Prototyping and Interaction Design in Figma for UI/UX Designers' course, gaining expertise in creating interactive and engaging prototypes for digital interfaces using Figma, a popular design tool in the industry.

- **Advanced Prototyping:** Techniques for creating complex, interactive prototypes in Figma.
- **Component Design:** Building and utilizing reusable components for efficient design workflows.
- **Micro-Interactions:** Designing detailed interactions to enhance user engagement and feedback.
- **Animation:** Implementing animations to create smooth and intuitive transitions.
- **Design Systems Integration:** Integrating prototypes within broader design systems for consistency.

Google UX Design Professional Certificate

Google UX Design Professional Certificate on Coursera teaches learners how to design effective user experiences for digital products and services.

- **Foundations of User Experience (UX) Design:** Introduction to UX principles and the importance of accessibility.
- **Start the UX Design Process:** Empathize, Define, and Ideate: Conducting UX research, creating personas, and ideation techniques.
- **Build Wireframes and Low-Fidelity Prototypes:** Techniques for sketching and creating low-fidelity prototypes.
- **Conduct UX Research and Test Early Concepts:** Methods for conducting usability studies and gathering feedback.
- **Create High-Fidelity Designs and Prototypes in Figma:** Building detailed prototypes using Figma.
- **Responsive Web Design:** Designing interfaces that work seamlessly across different devices using Adobe XD.

UX Design Curriculum • Springboard

This curriculum was designed to give you a foundational understanding of crucial design skills and concepts. You'll learn all about:

- Design Tools & Resources
- Design Research
- Creating low fidelity designs through sketching and wireframing
- Building high fidelity designs that can be evaluated with user testing

Design System & Tokenization Library — Multi-Platform App Suite (In Progress)

[View Project](#)

- Building a reusable Figma component library and design token set (Color, Spacing, Typography) used across multiple mobile and web products to ensure visual and functional consistency.
- Documented usage guidelines and handoff specs for developers, reducing design-to-dev inconsistencies

Athometrip UI Design (In Progress)

[View Project](#)

- Building a reusable Figma component library and design token set (Color, Spacing, Typography) used across multiple mobile and web products to ensure visual and functional consistency.
- Documented usage guidelines and handoff specs for developers, reducing design-to-dev inconsistencies

Guest Posting SaaS Platform | Case Study

[View Case Study](#)

- Led end-to-end product design for a two-sided SaaS marketplace connecting SEO buyers and publishers, owning [research, Information Architecture, flows, and high-fidelity UI](#).
- Conducted [quantitative research](#) and built [user personas and jobs-to-be-done statements](#) to identify core friction points (8.5% outreach reply rate, no pricing standard, no quality signals) and translate them into design opportunities.
- Defined [How Might We statements and information architecture](#) to structure a previously unstructured, manual discovery and negotiation process.
- Built and maintained a [design system](#) and [reusable design tokens \(color, spacing, typography, component states\)](#) to ensure consistency across buyer and publisher-facing screens as the platform scaled.
- Reduced the order placement flow from 9 steps to 4 by simplifying onboarding, discovery, and checkout into a single structured session.
- Designed publisher cards surfacing 8+ trust and quality signals (DA, traffic, pricing, turnaround, editorial rules) upfront, removing the need for cold outreach.
- Designed balance and wallet screens supporting multiple fund types (main, reserved, bonus) and [top-up methods \(PayPal, card, crypto\)](#).
- Documented flows and design rationale for cross-functional handoff with product and engineering teams.

Skills

Design System & Tokenization
Style Guidelines
User Interface (UI) Design
User Experience (UX) Design
Usability Testing
Accessibility Testing
Interaction Design
Responsive Design
Web design
Mobile App Design
Logotype
Branding
Wireframing
Prototyping
Cross-Functional Collaboration
Design Thinking

Tools

Figma
Figma Make
Adobe Illustrator
Adobe Photoshop
Slack
Jira
Trello
Linear
Webflow
Framer

Market Experience Profiles

e-Commerce
Fintech
Social media
Global media
Fashion
Sports
Beauty
Digitization of Business Processes
Blockchain
Cars (Automotive Industry)