

# Muhammad Ahmad Usama

Senior UX Designer

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## Profiles

<https://www.linkedin.com/in/mrahmadusama>

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## Professional Summary

**Strategic UX designer turning complex systems into simple, intuitive experiences.** With experience in fintech and national govtech projects, I blend creativity and user insight to craft seamless digital products. From regulatory portals to landing pages, I design with clarity, impact, and a human touch.

## Experience

### Techlogix

#### Senior UX Designer (Jan 2025 - Present)

- Collaborate with cross-functional teams to design user-centric experiences for mobile banking apps and digital portals, focusing on usability, accessibility, and business goals.
- Support end-to-end design process from wireframes to developer handoff, optimizing key banking flows like onboarding, transactions, and account management.

#### UX Designer (Aug 2022 - Dec 2024)

- Led process re-engineering project that improved service efficiency by 25% for 1000s monthly applicants
- Redesigned internal approval flow across 10 departments, reducing processing time by 40%
- Conducted user acceptance testing with 50+ participants to validate design improvements

### Repibox Inc. (USA, Remote)

#### UX Researcher (Jan 2022 - Mar 2022)

- Did UX Research for the new Save Button Feature
- Redesigned most of the workflow for better UX for 1000+ users

### Codefidelity (Remote)

#### Freelance UI/UX Designer (Aug 2021 - May 2022)

- Designed 50+ UI/UX projects for clients across industries including eCommerce, and healthcare.
- Delivered end-to-end UX for mobile and web apps using **Figma, Adobe XD**
- Maintained a 5-star rating with 40+ positive client reviews on freelance platforms.

## Skills

**Technical Skills:** UX Research, UI Prototyping (Figma, Adobe XD), Wireframing, Interaction Design, Information Architecture, Usability Testing

**Design Tools:** Figma, Adobe Creative Suite (Photoshop, Illustrator, XD, Premier Pro, After Effects), JustInMind

**Methodologies:** Design Thinking, User-Centered Design, Agile UX, Accessibility Standards

## Projects

### Agri Business Mobile Application UX Case Study (2020)

Case study mobile application for different categories of agribusiness.

<https://bit.ly/3QDgJYm>

### A1A Carwash App Design (2021)

Mobile Application Design | UI/UX Case Study | Sitemaps and Wireframing

<https://bit.ly/3JiNPrG>

## Education

### University of Engineering and Technology, Lahore (2024)

MSCS (Major Information Systems)

### University of Engineering and Technology, Lahore (2022)

BSCS (Major Human Computer Interaction)

Certifications

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User Experience (UX): The Ultimate Guide to Usability and UX (Nov 2023)

Udemy

🔗 [Udemy Credential ID: UC-155e4d72-c357-45ee-a049-8ae2c1fee272](#)

Start the UX Design Process: Empathize, Define, and Ideate (May 2023)

Google Career Certificates

🔗 [Coursera Credential ID: 5TDNUEZ4L5KY](#)

Foundations of User Experience (UX) Design (Jan 2023)

Google Career Certificates

🔗 [Coursera Credential ID: RJESE7WDKGBA](#)

Languages

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English (Fluent)

Urdu (Native)