



Kashif Jamal Ahmed

Senior UI/UX & Product Designer

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Skills

Expert at leading cross-functional **brainstorming** and **whiteboarding** sessions to define product vision. I deliver **wireframes** across **all levels of fidelity** and **specialize in high-impact prototyping**. With a strong background in **front-end development**.

I bridge the gap between **design and engineering**, **translating complex prototypes** into production-ready code alongside large-scale development teams. Experienced in leading fully distributed teams using modern collaboration suites and version control systems including **Git, SVN, and TFS**.

Software and technologies that I'm familiar with:

- Figma
- Adobe (XD, Photoshop, Illustrator, Dreamweaver)
- Invision
- Balsamiq
- CoralDraw
- Visual Studio Code
- HTML
- CSS / SASS / SCSS
- JavaScript / jQuery
- Design Tokens & Systems

I have worked with many different prototyping tools, technologies and frameworks – to avoid a full laundry list above, I've kept it to just my favorites. If you use a different prototyping tool that works well in your established workflow, I would be happy to learn it.

Awards, Employee Recognition

I was awarded **Employee of the Year** award continuously 3 years (2017, 2018, 2019).

I had won the **Creative Collaborator** award in 2018, **Logo Design Competition** and **Poster Design Competition** in 2017.

Professional Training

Problem Solving and Decision Making

March.2019
Lahore University of Management Sciences, Lahore

Portfolio

<https://kashifj.github.io/>

Senior UI/UX & Product Design professional with **15+ years** of experience across the **full product lifecycle**. Expert in translating user insights into **scalable design systems** and **functional front-end code**. Adept at **leading teams** and managing **complex deliverables** in fast-paced environments.

Working experience with few big companies



User Experience Designer, S&P Global

October.2022 - Date | Dubai, UAE

- Research, analyse user requirements and redesigning the core components of Next-Gen of CIQPro Desktop product and Mobile APP.
- Interface daily with product development team, acting as a customer advocate to maintain focus on the end-user in all aspects of product design.
- Work closely with team members on a daily basis and contribute to innovations in CIQPro Desktop product and Mobile APP designs.
- Recognised by the management for ability to design a fresh outlook in Next-Gen of CIQPro Desktop product.
- Designed, maintained, and expanded core components and design tokens for KOI, the company's proprietary design system.
- Designed 'ChatIQ,' an AI-driven conversational interface integrated directly into the CIQPro to enhance user data accessibility.

Principal UI/UX Engineer, Netsol Technologies

June.2021 - March.2022 | Lahore, Pakistan

- Led the redesign and front end development of Financial Lease Project (Ascent 2.0) and collaborated effectively with cross-functional teams to develop intuitive user flows, wireframes and hight fidelity mockups.
- Organized user research initiatives that informed the creation of user personas, directly impacting design strategies for Ascent 2.0 project.
- Mentored and led a team of 3 UI designers and developers, fostering innovation and ensuring alignment with business objectives.

Senior UI/UX Engineer, S&P Global

July.2011 - June.2021 | Islamabad, Pakistan

- Designed user interfaces for Market Intelligence platform and conducted extensive user research and usability testing as well as implemented workflow improvements for UX design processes.
- Developed wireframes and interactive prototypes for Market Intelligence new features, enhancing user experience and satisfaction ratings.
- Spearheaded the Investor Relations project team, delivering modern, high-fidelity mockups that redefined the brand's visual strategy.
- Collaborated with product managers to translate business requirements into seamless user experiences.

Graphics Lead - Team Lead, White Wings Consultants

April.2010 - June.2011 | Islamabad, Pakistan

- Assisted in the development of user personas and journey maps for money transfer system and aligning design initiatives with client needs.
- Spearheaded UI improvements across core product functionalities, optimizing user flows and elevating overall usability benchmarks.
- Participated in UX workshops to enhance collaboration between design and development teams, resulting in more cohesive project outcomes.
- Created detailed wireframes and prototypes that aided in securing stakeholder approval for major money transfer system product updates.

*I have worked with **ESOLPK, Pi Sigma Group** and **Shifa College of Medicine** – to avoid a full laundry list above, I've kept it to last four work experiences.*

- Product Strategy
- User Flows & Wireframes
- High-Fidelity Mockups
- Design Tokens
- Prototyping
- Branding & Style Guides
- Usability Testing
- UX Research & Audits