



Kashif Jamal Ahmed

Senior UI/UX & Product Designer

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.

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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)
- Design Tokens & Systems
- Invision
- Balsamiq
- CoralDraw
- Visual Studio Code
- HTML
- CSS / SASS / SCSS
- JavaScript / jQuery

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

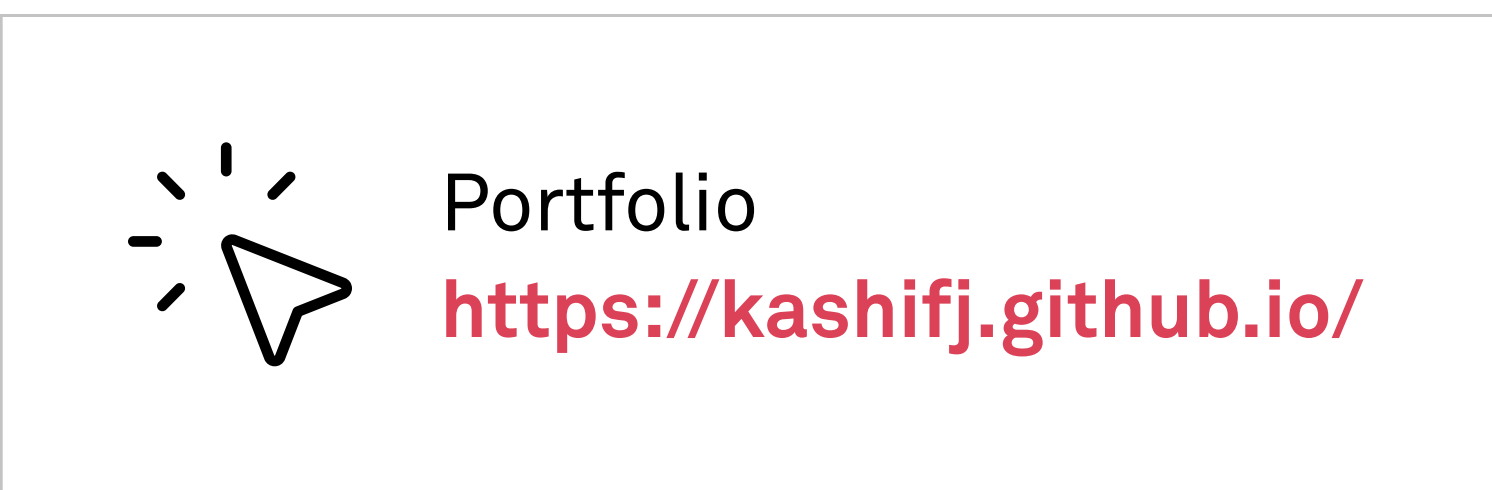
I was awarded Employee of the Year award continuously 3 years (2017, 2018, 2019).

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



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