Noman
Suleman Tali
Creative Lead

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Flat#19 block N, Alazam Square, F.B area Block 1, Shareefabad, Karachi

Skills

Wireframing
User Research
Usability Testing
Design Thinking
Leadership
Figma
Prototyping
Project Management
Communication

Language

Urdu
English

Overview

I'm passionate about creating data-driven, user-friendly experiences! I've worked on all kinds of UX and UI design projects—leading research, crafting UX playbooks, and collaborating with clients across different industries. I love uncovering pain points, brainstorming creative solutions, and making interfaces more intuitive and enjoyable for users.

Experience

Expedite Design / Creative lead

March 2021 - PRESENT, Karachi

1. Conducting user research to understand Web3 users—crypto enthusiasts, developers, and newcomers—through interviews, surveys, and usability testing to improve their experience with decentralized technologies.

2. Designing intuitive user experiences for DeFi platforms, NFT marketplaces, and digital wallets, making decentralized technology more accessible and user-friendly.

3. Led a digital transformation project for the Saudi government, streamlining factory owner onboarding and registration. Designed a secure system to manage and update factory details and operations efficiently.

4. Redesigned A51 Finance, our flagship DeFi platform, enhancing usability and user experience. The improvements led to a 40% increase in user retention and a 50% reduction in transaction errors, strengthening user trust and engagement.

5. Collaborated with a Japanese client on a fantasy football app, designing the complete user experience and interface. Also assisted in conducting usability tests to refine and enhance the platform.

6. Led multiple workshops and mentored aspiring designers, helping them break into the industry with practical skills and guidance.

7. Designed and published UI kits on the Figma Community, providing resources to enhance design efficiency and consistency.

8. Effectively managed projects from inception to completion, ensuring timely delivery while upholding high-quality standards.

UNIPILOT / SENIOR UX DESIGNER

Oct 2022 - June 2023, Karachi

1. Led market and user research to analyze Web3 liquidity management, utilizing interviews, surveys, and industry analysis to drive innovation and improvement.

2. Redesigned Unipilot app UI to align with the new brand, creating wireframes, mockups, and prototypes to enhance liquidity management and user experience.

3. Facilitated design sprints to develop and refine new features for the Unipilot app.

Novasoft / UX/UI Designer

Jan 2020 - Feb 2021, Karachi

● Create compelling UX through the use of visuals, interactions,

and animation

● Provide design consultancy to help shape the UX of their

products and services.

Education
University of Karachi / Bechelors in software engineering

January 2017 - February 2021, Karachi

What I do in my free time

1. Big Esports fan and play counter-strike
2. Big Story mode/single-player games
3. Cricket fan
4. I love travelling
5. Big computer nerd, I like building PCs
6. Keyboard enthusiast