

# Aamir Khan

## Product Designer

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### SUMMARY

User-centered **Product Designer with 5+ years** of experience shaping intuitive digital experiences across **Fintech, Web3, Real Estate, Pharmaceuticals** and **SaaS** industries. Skilled in **UX research, prototyping**, and **design systems**, I bridge **user needs with business goals** to deliver high-impact solutions. Proven track record of **boosting user engagement (+30%)** and **increasing sales (+25%)** through strategic design.

### EXPERIENCE

#### Product Designer | Sirius International Holding | Abu Dhabi, UAE | 2022 – Present

- Streamlined the end-to-end UX of a Fintech platform, optimizing **responsiveness** for **web & mobile**, leading to a **30% increase** in user engagement.
- Led the redesign of **B2B & B2C** platforms, aligning user needs with business goals, **boosting sales by 15%**.
- Optimized a **Quantum Computing Blockchain Services** solution, refining complex interactions, **improving usability**, and **increasing user adoption by 15%**.

#### Product Designer | Apeiro Digital | Abu Dhabi, UAE | 2022 – Present

- Spearheading the end-to-end UX design of a pharmaceutical **Track & Trace Solution** for the **Kenyan government**, enabling **comprehensive oversight** of **pharmaceutical manufacturing, imports**, and **distribution** across the nation.

#### UI/UX Designer | Ideaology.io | Dubai, UAE | 2021 – 2022

- Led the UX design of a **Web3 Freelancing Platform**, driving **20k+ freelancer** registrations within **3 months** through intuitive design and user experience optimization.
- Revamped the company's crypto token website, **enhancing UI/UX**, which led to a **25% increase** in token sales.

#### UI/UX Designer | One Step Advertising | Dubai, UAE | 2019 – 2021

- Refined a fully responsive **e-commerce website** for a Dubai-based car showroom, improving UX and **increasing sales by 10%** in three month.
- Elevated social media visuals & promotional videos, driving a **40% increase** in audience engagement.

### EDUCATION

- 1 Million Prompts - Prompt Engineering Program by Dubai Future Foundation - 2025
- Google UX Design Certification (2021)
- BSc Information Technology – University of Sindh, Pakistan (2017)

### SKILLS & TOOLS

#### UX & UI Design

- User Research
- Wireframing
- Prototyping
- Information Architecture
- Design Systems
- Visual Design
- User Flows
- User Testing

#### Technical Tools

- Figma
- Adobe Suite
- Webflow
- Wordpress
- HTML
- CSS

#### Soft Skills

- Problem Solving
- Empathy
- Collaboration
- Leadership & Mentorship