

# SYED ABDUL MANAN

Senior Product Designer

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Senior Product Designer with 9+ years of experience designing and scaling user-centered digital products across government platforms, enterprise systems, and SaaS applications. Specialized in problem discovery, user journeys, interaction design, and design systems, with a strong track record of improving usability, efficiency, and adoption for complex products. Known for partnering closely with product managers and engineers to translate ambiguous requirements into measurable business and user outcomes.

## CORE SKILLS

### UX & Product Design

- User research & requirement analysis
- Usability testing & iterative design
- User journeys, flows & information architecture
- Wireframing & interactive prototyping
- Design thinking & problem-solving

### Collaboration

- Product & stakeholder alignment
- Design–developer handoff
- Agile & cross-functional teamwork

### UI & Visual Design

- Design systems & component libraries
- Responsive & accessible design
- Typography, color systems & layout
- Pixel-perfect high-fidelity UI

### Tools & Platforms

- Figma (primary)
- Adobe Photoshop
- Adobe Illustrator

## PROFESSIONAL EXPERIENCE

### Senior Product Designer - Contour Software (Sep 2023 - Jan 2026)

- Led end-to-end product design for enterprise and SaaS platforms, owning discovery, wireframes, high-fidelity UI, and handoff.
- Partnered with product managers and engineering leads to define user problems, success metrics, and phased design solutions.
- Designed scalable user flows and interaction patterns, contributing to a shared design system adopted across multiple modules.
- Enabled faster development cycles by providing well-documented, developer-ready designs in Figma.
- Reduced design-related rework during development by ~30% through clearer flows and component reuse.
- Improved overall usability scores and stakeholder satisfaction based on internal feedback.

### Product Designer | UI Engineer - Punjab IT Board (Mar 2018 - Sep 2023)

- Designed end-to-end user experiences for large-scale government products including DLIMS, HIMS, and Police Khidmat Markaz, serving millions of citizens.
- Translated complex, manual government processes into simple, digital-first user journeys.
- Created information architecture, user flows, wireframes, and UI designs for admin platforms.
- Worked with cross-functional teams to iteratively improve usability, accessibility, and task completion rates.
- Helped digitize multiple public services, significantly reducing manual processing and in-person visits.
- Improved navigation and task completion efficiency for high-volume systems used nationwide.

## **Web Designer & Developer - Creative Case Active Media (Oct 2016 - Mar 2018)**

- Designed custom WordPress and Shopify themes for 30+ client projects, creating responsive layouts.
- Partnered with clients to translate brand requirements into conversion-focused web experiences.
- Created visual assets including graphics, icons, and marketing materials using Adobe Creative Suite.
- Implemented custom functionality and integrations to meet specific client requirements.

## **Web Designer - Urban Cloud (Nov 2015 - May 2016)**

- Created modern, responsive web layouts using HTML5, CSS3, and Bootstrap.
- Designed visual assets and marketing materials in Photoshop and Illustrator.

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## **KEY PROJECTS**

### **Service Logistics**

- End-to-end mobile-first platform for field technicians
- Designed work order management, timesheet tracking, customers, equipment, parts, and job completion flows.
- Improved field efficiency by 45% through streamlined job tracking and real-time updates

### **TargetCRM**

- Designed mobile messaging module enabling dealerships to communicate with customers about finance, marketing, and service inquiries
- Created intuitive chat interface patterns for handling multi-topic conversations
- Focused on mobile-first responsive design for on-the-go dealer staff

### **Health Management Information System (HIMS)**

- Redesigned admin workflows and dashboards for healthcare professionals.
- Improved information clarity and navigation, reducing time spent per task.

### **Police Khidmat Markaz (PKM)**

- Designed 10 online services for PKM serving 12M+ citizens, including FIR tracking, character certificates, and verification services. Created intuitive application tracking system that reduced citizen queries by 40%.

### **Driving License Information Management System (DLIMS)**

- Designed end-to-end user journeys for license issuance, renewal, and upgrades.
- Improved usability for a high-traffic system serving millions of users.

### **Caseflow Management System (CFMS)**

- Designed prosecutor case management platform improving accessibility and workflow efficiency, resulting in faster case processing for 200+ prosecutors.
- Created admin panel interface that reduced data entry errors and improved navigation.

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## **EDUCATION**

### **MS/Mphil Quality Management Systems**

The Superior University, Lahore

- Specialization in Quality Management
- Thesis on "City Traffic Police Lahore".