Shahroz Naseem
Senior Product Designer

+92 322 4919979
shahroz2108@gmail.com
Lahore, PK
https://shahrozuix.framer.website/

https://www.linkedin.com/in/shahroz-naseem-uix/

https://www.behance.net/digital-shahroz

PROFESSIONAL SUMMARY

Senior Product Designer with 7+ years of experience designing *SaaS platforms, web applications, and mobile products* for US, Canada, and UAE-based companies. Specialized in UX research, interaction design, and scalable design systems that improve usability and drive measurable business growth. Proven track record of increasing user engagement, optimizing product workflows, and collaborating cross-functionally with product managers and engineering teams in remote environments.

TECHNICAL SKILLS & STRENGHTS

CORE COMPETENCIES

- Product Design (Web & Mobile SaaS)
- UX Research & Usability Testing
- Information Architecture
- Wireframing & Prototyping
- Design Systems Development
- Interaction & Visual Design
- Conversion & Engagement Optimization
- Cross-functional Collaboration
- Stakeholder & Client Communication

TOOLS

- Figma
- Framer
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Balsamiq
- InVision
- Miro
- Canva

WORK EXPERIENCE

Senior UI/UX Designer │ Mavric Systems LLP - Brentwood, Tennessee, US

Nov 2024 - Present - Remote

- Led end-to-end UX strategy for SaaS products serving B2B clients across multiple industries.
- Conducted user interviews and usability testing sessions, identifying friction points that reduced task completion time by **18%**.
- Redesigned core dashboards and workflows, improving feature adoption by **25% within 3 months**.
- Created scalable design components in Figma, reducing design-to-development handoff time by **30%**.
- Collaborated with cross-functional teams across time zones to ship product updates in agile sprints.

Senior UI/UX Designer │ Devigital Systems - Lahore, Pakistan

Sep 2023 - Dec 2024 ·- 1 yr 4 months- On-site

- Led UX redesign for client web applications, resulting in a **20% increase in user engagement** and improved session duration.
- Re-structured information architecture, reducing bounce rate by **15%**.
- Designed conversion-focused landing pages that improved lead generation by **22%**.
- Conducted usability audits that reduced user-reported issues by **35%** post-launch.
- Played a key role in securing **4 new client projects** through improved product presentation and UX case demonstrations.

Senior Product Designer │ Nextscrum - Lahore, Pakistan

Jun 2022 - Sep 2023 -1 yr 4 months - On-site

- Designed and optimized user interfaces across web and mobile SaaS platforms serving 5,000+ active users.
- Built and implemented a comprehensive design system, improving UI consistency and reducing redundant design work by **40%**.
- Improved onboarding experience, increasing user activation rate by **28%**.

WORK EXPERIENCE

Art Director | QreativeStudio - Lahore, Pakistan

Oct 2021 - Aug 2022 - 11 months - On-site

- Directed creative strategy for multi-channel digital campaigns.
- Managed and mentored a team of 4 designers, improving project delivery efficiency by **20%**.
- Ensured brand consistency across web, social, and marketing assets.
- Delivered projects within budget and timeline constraints while maintaining quality standards.

Senior Product Designer | PLUGnPOINT - Sharjah, UAE

May 2016 - Mar 2022 - 5 yrs 11 months - Remote

- Led digital product design initiatives for clients in UAE and GCC markets.
- Designed user-centric interfaces that improved customer engagement rates by **18%**.
- Streamlined client feedback cycles, reducing project turnaround time by **25%**.
- Presented product strategies to stakeholders, increasing client retention and repeat business.

User Experience Designer | MDHOV LLC - Ontario, Canada

Jan 2017 - Oct 2021 - 4 yrs 10 months - Remote

- Conducted user research and competitor analysis to guide product feature improvements.
- Redesigned key product workflows, increasing user satisfaction scores by **30%**.
- Improved navigation structure, reducing support tickets related to usability by **25%**.
- Delivered wireframes and prototypes for multiple web applications used across North America.
- Collaborated remotely with developers to ensure **95%+ design accuracy** in implementation.

EDUCATION & TRAININGS

Bachelor of Fine Arts | Naqsh School of Arts (LUMS Affiliated)

2012 - 2015 - Lahore, Pakistan

Major in Painting, Sculpture and Graphic Design. Minors in Calligraphy and Ceramics.

UX & Web Design Master Course | Joe Natoli | Udemy

2017 - Online Course

Exposed to UX principles and strategies, UX audits and design web and apps.

LICENSES & CERTIFICATIONS

Art Director & Graphic Designer | TestDome

Issued in May 2023

https://www.testdome.com/certificates/2bb566d112d243b09405cf6354b8db66mics.

Professional UX Mastery Certification | Google

Issued in Mar 2025

https://www.coursera.org/account/accomplishments/verify/B9N8JOG5CP7L

https://www.coursera.org/account/accomplishments/verify/J6CT1OUUNE9L

https://www.coursera.org/account/accomplishments/verify/90N9PUHMNOUY