



# ZAID DAWOOD

## UX/UI & PRODUCT DESIGNER

### CONTACT

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### Linkedin

<https://www.linkedin.com/in/zaid-dawood-5a13b41b5/>

### EDUCATION

2014-2016 :  
Matriculation  
BISE, FAISALABAD

2016-2018 :  
Intermediate (I.COM)  
BISE, FAISALABAD

2018-2022 :  
BFA in Textile & Graphics design  
(2018-2022) **Grade: A**

Institute Of Art & Design (IA&D),  
GC University, Faisalabad,  
Pakistan

### PORTFOLIO

Portfolio Website: (Inprogress)  
<https://www.figma.com/proto/sNrAWHLzmyxMRwAlIBPKAf/Portfolio?page-id=0%3A1&node-id=135-13&p=f&viewport=701%2C113%2C0.19&t=4v2p77AW0C92oEUK-1&scaling=min-zoom&content-scaling=fixed>

Behance:  
<https://www.behance.net/zaiddawood1>

Dribbble:  
[https://dribbble.com/ZaidDawood\\_75](https://dribbble.com/ZaidDawood_75)

### LANGUAGES

English  
Conversational

Urdu  
native

### ABOUT ME

A highly self-assured and committed professional dedicated to maintaining the highest standards of work ethic and leveraging my full range of talents to drive success.

### EXPERIENCE

#### Softrix Technologies, Faisalabad, Pakistan / Sep 2025 - Continue Sr, UX/UI & Product Designer

At Softrix, a product-based tech company, I design seamless digital experiences that connect users with products they love.

- Drive product vision & UX strategy with cross-functional teams.
- Turn research & usability insights into simple, user-focused solutions.
- Create wireframes, prototypes & high-fidelity designs in Figma/Adobe XD.
- Build & manage scalable design systems for consistency across products.
- Lead and mentor designers, encouraging creativity & innovation.
- Collaborate with developers to ensure smooth, pixel-perfect delivery.

#### Hashlogics Technologies, Lahore, Pakistan / May 2025 - Aug 2025 Sr, UX/UI & Product Designer

As a Senior UX/UI & Product Designer at Hashlogics Technologies, I lead the full-cycle design process, ensuring seamless and engaging user experiences across web and mobile platforms. My role involves:

- Driving the UX strategy and product vision by collaborating with stakeholders, developers, and business teams.
- Conducting in-depth user research, journey mapping, and usability testing to craft user-centered designs.
- Designing wireframes, prototypes, and high-fidelity UI using Figma, Adobe XD, and other industry-standard tools.
- Creating and maintaining a scalable design system to ensure brand and UI consistency across all digital products.
- Leading and mentoring a team of designers, fostering a culture of innovation and continuous improvement.
- Working closely with engineering teams to bridge the gap between design and development, ensuring pixel-perfect implementation.

#### Tech Domain Technologies, Lahore, Pakistan / July 2024 - April 2025 Sr, UX/UI & Product Designer

At Tech Domain Technologies, I played a pivotal role in enhancing user engagement and product usability by designing intuitive, high-performing interfaces. My key contributions included:

- Leading the design of key digital products, improving accessibility, usability, and visual appeal.
- Collaborating with cross-functional teams, including product managers and engineers, to create user-driven solutions.
- Conducting UX research, competitor analysis, and heuristic evaluations to refine design strategies.
- Developing wireframes, prototypes, and interactive UI components that enhanced the user journey.
- Defining and maintaining a cohesive design system to streamline the design workflow and ensure brand consistency.
- Testing and iterating designs based on A/B testing, heatmaps, and user feedback for continuous optimization.

#### Eclixtech Technology, Faisalabad, Pakistan / Jan 2023 - June 2024 Mid-Level, UX/UI Designer

As a Mid-Level UX/UI Designer at Eclixtech Technology (a product-based tech company), I contributed to multiple projects, focusing on creating engaging digital experiences tailored to user needs. My responsibilities included:

- Designing intuitive and aesthetically appealing web and mobile interfaces aligned with user expectations.
- Conducting user research, personas development, and user journey mapping to guide design decisions.
- Collaborating with developers to ensure smooth design-to-code translation and implementation.
- Running usability tests and analyzing feedback to iterate and refine designs for better user experiences.
- Enhancing product branding through visually compelling UI elements and engaging interactions.
- Staying updated with industry trends and emerging technologies to incorporate modern design principles.

#### Devhouse Technology, Faisalabad, Pakistan / June 2022 - Nov 2022 Jr, Web, Game and Mobile UX/UI Designer

At Devhouse Technology, I started my career in UX/UI design, working across web, mobile, and gaming interfaces. This role allowed me to gain hands-on experience in:

- Creating wireframes, low-fidelity prototypes, and user flows to visualize design concepts.
- Designing UI elements and layouts for mobile apps, web platforms, and gaming interfaces.
- Assisting senior designers in conducting usability research and implementing feedback-driven improvements.
- Learning and applying UX principles, including accessibility, navigation, and interaction design.
- Collaborating with developers to ensure functional and visually appealing UI implementation.
- Experimenting with animations and micro-interactions to enhance user engagement.