



# DEEDAR ALAM

Head of Product Design | User Research | Innovation

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<http://behance.net/deedaralam>

Islamabad, PK PAKISTAN

## SUMMARY

Head of **Design & Front-End Developer** with 15+ years' experience in UI/UX, front-end, and **Robotic/Automated UI/UX**. Skilled at leading teams and delivering user-focused digital products

## SKILLS

Skilled in **UI/UX**, **robotic/automated** design, and **front-end development** with expertise in **user research**, design thinking, **prototyping**, and design systems. Strong in visual design, **agile** processes, and cross-functional collaboration to deliver user-focused digital products.

## EXPERIENCE

### Head of Design

Islamabad, Pakistan

Oct 2022 - Present

#### Pacsquare

Driving **fintech** innovation with **trading**, **crypto**, and **online account platforms**. Leading teams and bringing robotic UI/UX workflows into large-scale digital products.

### Head of Design

Islamabad, Pakistan

2021 - 2022

#### JOVI Technologies

Created and designed **B2B/B2C** mobile applications and built the front-end in **React Native**, improving usability and customer engagement.

### Sr. UI/UX Engineer

Islamabad, Pakistan

2018 - 2021

#### CIBAK Solutions

Guided design for **Cubefunder**, **Emerald Loan**, and **ATM apps** in London, balancing user trust with financial product performance.

### Sr. UI/UX Engineer

Islamabad, Pakistan

2013 - 2018

#### Pacsquare Technologies

Created intuitive **trading** and **fintech** interfaces, and introduced early design automation practices.engagement.

### UI/UX Engineer

Dubai, UAE

2008 - 2013

#### Mangum

Designed **websites** for Dubai hotels and built **Facebook applications** using **Flash ActionScript 2.0**.

### UI/UX Designer

Dubai, UAE

2005 - 2008

#### Emaritoons

Started career crafting multimedia content and **visual communication**, building the creative foundation for a design leadership path.

### Multimedia Designer

Dubai, UAE

2004 - 2005

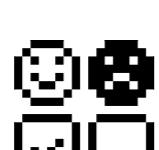
#### Luche Vola NAS (Al Thani Group)

Began career shaping multimedia content and visual communication, laying the foundation for design creativity.

Reflective & Humble

" My career is not a destination but a timeline – each role a chapter, each challenge a lesson.

I am not an expert, I am a learner, growing more with every step."



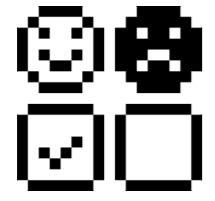
THANKS FOR YOUR TIME – FLIP THE PAGE FOR MY LATEST CASE STUDIES.

## EXPERIENCE

Bachelor Computer Science

Islamabad, Pakistan

Jan 2000 - Mar 2004



# User Centric Solutions

Over a decade of experience in interactive design, delivering innovative digital products and leading design from concept to execution.

## Cubefunder's Digital Loan Management Platform

Transforming Fintech Lending: A Custom Loan Management Platform with Ongoing Support

### CaseStuy

**Cubefunder**, an **FCA-authorized** SME lender, needed a modern loan management system to simplify applications, underwriting, and repayments. I designed clear, intuitive user journeys and built a **responsive front end** in **ReactJS** with a **reusable design** system, ensuring borrowers could easily apply, track loans, and manage repayments. By integrating real-time **dashboards**, **automated workflows**, and **clean UI patterns**, the platform reduced manual overhead, improved transparency, and delivered a scalable fintech solution.

If you're curious to dive deeper or want the full story, visit [Cubefunder.com](https://www.cubefunder.com) or check out their detailed case study on AtomBits here: <https://www.atombits.co/caseStudies/cubeFunder>.

## Jovi - Empowering On-Demand Logistics with Scalable Tech

Building a custom delivery management platform for Jovi's rapid growth

### CaseStuy

**JOVI** is a one-stop **shopping and delivery** platform built for **Android and iOS**, designed to connect users with local vendors for groceries, electronics, clothing, and more. I led the design of intuitive user journeys – from vendor listing, product browsing, and secure checkout, to real-time order tracking and feedback – alongside **designing** and implementing a **responsive ReactJS front-end**. The work included building a reusable component library, crafting clear visual hierarchy and typography, and integrating payment, communication, and admin features for scalability.

If you're curious to dive deeper or want the full story, visit <https://xd.adobe.com/view/027c5514-ccfa-4f4c-b3fe-162fbe94b9a0-572f/> or check out their detailed case study on Jovi here: <https://www.atombits.co/caseStudies/jovi>.

## Digital Transformation for WarmLife's Home Energy Surveys

Streamlining renewable-energy home assessments with a custom mobile + web solution

### CaseStuy

**WarmLife**, a company in home energy retrofits, was struggling with manual surveys via paper and spreadsheets. I **led design** on a **mobile + web solution**: a **mobile app for surveyors** to capture data in the field in real time, and an admin portal to manage, review, and track surveys centrally. The **UI/UX work** focused on streamlining the **survey workflow**, improving **data accuracy**, and building responsive interfaces. On the front end, I implemented consistent components, ensured offline data capture reliability, and built React-based views for **admin dashboard** features. The outcome: **60-70% faster survey process**, far fewer data errors, better audit-readiness, and scalable infrastructure able to support rising demand.

If you're curious to dive deeper or want the full story, visit <https://warmlife-dev.atombits.co/surveys> or check out their detailed case study on WarmLife here: <https://www.atombits.co/caseStudies/warmLife>.

NOTE: FOR FULL DESIGN DETAILS, PLEASE EMAIL ME AND I WILL SHARE THE COMPLETE FIGMA OR XD LINKS. THANKS!