+971582917307 +971521024771 Dubai, United Arab Emirates shafiq.ul.umar786@gmail.com

Shafiq ul Umar

UI/UX Designer - Product Designer - CRO UX/UI Designer

Self-disciplined UI/UX Designer & Product Designer with **6+ years** of experience, dedicated to crafting seamless, user-centric experiences. I specialize in **UI/UX design**, **product design**, and **CRO-driven** solutions, optimizing interactions with **research** and **usability heuristics**. I design to solve **user experience problems**, to stand out in digital world with the confidence, to drive conversions, and elevate brand presence.

My Portfolio :

https://linktr.ee/shafiq.ul.umar.007

Work History

Product UX Designer — Dubai, United Arab Emirates
Token 13 Software L.L.C - Full-Time
Oct 2025 - Ongoing

Designed and owned the end-to-end UI/UX of a multi-chain crypto wallet app, leading research, user flows, wireframing, high-fidelity UI, and prototyping. Collaborated closely with developers to deliver a secure, intuitive, and user-friendly experience for managing digital assets.

UX/UI Designer - CRO Designs — Remote, Pakistan
ConversionWise - Project Base (Remote)
Jan 2022 - Sep 2025

At ConversionWise, as a CRO UI/UX Designer, I design user-friendly interfaces, run A/B tests, and analyze data to improve conversions. I work with teams to create engaging designs that drive business goals and boost conversion rates.

Product Designer — Lahore, Pakistan
Cedar Financial. · Full-Time
July 2023 - Jan 2025

At Cedar Financial, as a Product Designer, I design user-friendly interfaces for our web and mobile apps, conduct user research, and collaborate with teams. I test and refine designs based on user feedback and ensure our design system stays updated.

UX/UI Designer — Islamabad, Pakistan
AlphaSquad · Full-time
July 2021 - Dec 2021 , 6 mos

At AlphaSquad, as a UI/UX Designer, I design user-friendly interfaces and create prototypes that enhance user experiences. I collaborate with development teams and use user feedback and research to refine designs, ensuring our products are both functional and visually appealing.

UX/UI Designer — London, UK
RightBiz · Full-time (Remote)
Jun 2020 - Jun 2021 · 1 year

My Hero Projects

CollectCo SaaS Application and Website

Website ↗ SaaS Product ↗

Designing a debt collection SaaS platform began with user research to streamline case management and payment tracking. I designed an intuitive dashboard with clear navigation and automation-focused workflows. Through wireframing, prototyping, and usability testing, I refined efficiency, trust, and usability, followed by smooth handoff and continuous improvements based on user feedback.

Green Caffeine Pty Ltd Website Design DTC

Website ↗

Designing Green Caffeine began with user research to shape a seamless cup exchange experience. I created intuitive user flows, interactive prototypes, and a clean, eco-friendly UI aligned with the brand's sustainability mission. Continuous testing and iteration ensured strong usability and real-world impact.

Happy Nutra Website Design DTC

Website ↗

Designing Happy Nutra involved user research to understand wellness customer needs, followed by a clean, conversion-focused UI. I designed intuitive user flows, clear product presentation, and an optimized checkout experience. Continuous testing and iteration improved usability, engagement, and conversion rates.

Software i use.

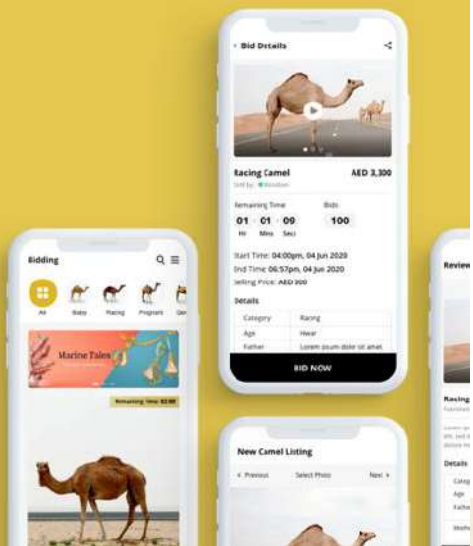
briefcase Notable Skills

- Website Design
- Mobile App Design
- Landing Pages
- Sales and Leads Gen Pages
- Interaction Design
- Mockup
- User Experience (UX)
- UX Research
- User Flow
- Wireframe
- Prototype

Education History

BS in Software Engineering
COMSATS University Islamabad
2018 - 2021

Hobbies

Languages

English ★★★★★
Urdu ★★★★★