Usman Asgher

PRODUCT DESIGNER

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Introduction

I'm Usman Asgher, a software engineer turned into a UX/UI designer, with a passion for creating user-centred digital experiences. My passion lies in assisting companies to deliver exceptional user experience designs and creating interfaces that are not only aesthetically pleasing but also consistently seamless in their functionality.

I bring a unique and holistic approach to my work, ensuring that the end product aligns perfectly with the users' needs and expectations.

Work Experiences

Synapse International

Cutting-edge SaaS recruitment and hiring through AI.

Senior Product Designer | Mar 2025-Aug 2025

As a Senior Product Designer, I led the complete UX/UI redesign of the Synapse platform. My goal was to improve functionality, user engagement, and trust across both admin and recruiter interfaces.

- Complete UI/UX Redesign for both admin and recruiter dashboards.
- Streamlined Onboarding Flows that guide users intuitively through setup and account activation.
- AI Agent Interface Design allowing users to easily manage automated sourcing, outreach, and candidate submissions.
- Systematic Design Language to create a consistent and professional visual identity.

Gigbase

Freelance marketplace to connect Freelancers and Employers.

Product Designer | Apr 2024-May 2025

I was responsible for shaping the core UX and visual language of Gigbase. My focus was to create a user-friendly platform that simplifies job communication, collaboration, and productivity, and project management while maintaining a clean and intuitive interface.

- Defining the UX for both freelancers and employers through wireframes and user flows.
- Simplifying navigation to reduce complexity and enhance usability.
- Designing a fresh visual language to align with Gigbase's brand vision.
- Ensuring consistency across the platform for a polished and professional look.

Skills

- Product Design
- UX/UI Design
- UX Research
- Wireframes
- Visual Design
- Wireframing
- Prototyping
- Design System
- HTML, CSS
- Problem Solving
- Design Research
- Responsive Design

Tools

- Figma
- Adobe XD
- FigJam
- Canva
- Webflow
- Zeplin
- Jira
- Slack
- Notion

Freelance Designer

Designing digital experiences for Startups & Agencies.

UI/UX Designer | Jan 2022-Apr 2024

Over the two years, I have been actively engaged on Upwork, where I have collaborated with numerous clients on diverse projects, primarily focusing on designing impressive landing pages, captivating websites, and dynamic web applications.

- Designed and delivered 50+ projects, including landing pages, websites, and web applications, for global clients.
- Specialized in creating user-centric designs that drive engagement and conversions.
- Built a strong reputation for timely delivery and effective client communication.
- Worked with top startups and companies.

UMDA Design Agency

Designing user-centered experiences and sleek interfaces for digital products.

UI/UX Designer | Aug 2020-Dec 2021

Under the supervision of the senior designers, I got the opportunity to work on numerous projects from Marketing Websites, Landing Pages, Web & Mobile Apps.

- Brainstorm, and gather insights about users and business.
- Defining visual languages and improving user experience.
- Crafting icon families/illustrations.
- Ensuring consistency through the Design System.

Education

University of Central Punjab

Bachelor in Computer Science | Nov 2018-June 2022

- Algorithms, Artificial Intelligence, Software Engineering, Human Computer Interface.
- Designed and developed a Factory Management System, awarded 3rd place at university.