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SUMMARY

Versatile and results-driven UX/UI Designer with over 7 years of experience designing intuitive, engaging and impactful digital experiences across web and mobile platforms. Skilled at translating complex user research and usability testing insights into seamless, visually appealing interfaces using Figma and a broad suite of industry-leading design tools. Proficient in creating wireframes, interactive prototypes and scalable design systems that enhance user engagement, optimize workflows and drive business goals.

I bring a unique combination of practical engineering expertise and creative problem-solving developed through managing advanced digital fabrication labs and leading STEAM education programs. This multidisciplinary background allows me to blend hands-on technical skills with a strong human-centered design philosophy, delivering solutions that balance innovation with usability.

Experienced in collaborating cross-functionally with developers, product managers, marketing teams and end-users to ensure designs are not only aesthetically compelling but also accessible, inclusive and aligned with strategic objectives. Adept at fostering effective communication and iterative feedback loops to continuously refine user experiences.

Technical Skills:

- UX/UI Design: Comprehensive User Research, Persona Development, Wireframing, High-Fidelity Mockups, Interactive Prototyping, User Journey Mapping
- Design Methodologies: Human-Centered Design, Usability Testing, Accessibility Standards Compliance (WCAG), Design Systems Development and Maintenance
- Design Tools: Figma, FigJam, Adobe Illustrator, Inkscape, SolidWorks, SketchUp
- Fabrication & Engineering: Expertise in 3D Printing, Laser Cutting, CNC Machining, IoT Integration, Circuit Design and Rapid Prototyping Techniques
- Project & Lab Management: Workshop and Training Facilitation, Equipment Procurement and Maintenance, Team Leadership and Mentorship, Cross-Disciplinary Collaboration

EXPERIENCE

UX/UI Designer & Developer – XLoop Digital Pvt Ltd (December 2022 – August 2025)

- Led the end-to-end UX/ UI design process for multiple web and mobile digital products, developing comprehensive design systems and responsive UI kits that ensured visual consistency and scalability across platforms.
- Conducted user research including interviews, surveys and usability testing to gather insights, inform design decisions and create user personas aligned with business goals.
- Created wireframes, interactive prototypes and high-fidelity mockups using Figma, facilitating stakeholder feedback and iterative design improvements.
- Collaborated closely with cross-functional teams (developers, product managers and sales) to translate designs into pixel-perfect, functional interfaces while maintaining usability and accessibility standards.
- Performed thorough UX audits and heuristic evaluations on existing products, identifying pain points and implementing improvements that enhanced user satisfaction and engagement.
- Designed and executed A/B tests to validate design changes, driving data-informed enhancements to user flows and increasing key performance metrics such as conversion rates and retention.
- Advocated for a user-centered design approach within the team, promoting best practices in usability, interaction design and responsive development.

Global Evaluator (Part-time) – Fab Academy (January 2022 – Present)

- Selected as a global evaluator for Fab Academy, a prestigious digital fabrication program operating across over 70 countries, to assess student progress and project outcomes against international standards.
- Mentored and evaluated students from China, Singapore and the Philippines, offering technical guidance and structured feedback across weekly assignments, prototypes and final deliverables.
- Conducted in-depth reviews of documentation, digital design work and fabrication processes, ensuring projects met the Academy’s benchmarks for innovation, usability and technical execution.
- Collaborated with local instructors and international peers to maintain consistency and quality in evaluation practices, contributing to a transparent and globally aligned certification process.
- Supported learners in applying iterative design, systems thinking and user-oriented problem solving (skills central to both fabrication and UX methodologies).

**Systems Engineer** – Film City Department, Express Media Publications (February 2022 to December 2022)

- Operated and maintained advanced 3D printing equipment, including FDM, SLA and SLS systems, for both rapid prototyping and low-volume production.
- Prepared and optimized 3D models using slicing software (e.g., Cura, PreForm, or Simplify3D) to ensure high print accuracy and material efficiency.
- Conducted routine calibration, maintenance and material loading to keep machines running at peak performance with minimal downtime.
- Diagnosed and resolved print failures, hardware malfunctions and software issues to maintain consistent output quality and workflow reliability.
- Collaborated with design and engineering teams to iterate on prototypes, improve manufacturability and troubleshoot design-for-additive-manufacturing (DfAM) challenges.

**Instructor & Lab Manager** – Fab Lab Khairpur, Sukkur IBA University (August 2018 to February 2022)

- Delivered and co-developed the 6-month Fab Diploma Program for three cohorts, blending digital design, principles and hands-on prototyping to build user-centered, functional products.
- Managed end-to-end fabrication lab operations including machine maintenance, software ecosystems (CAD/CAM tools), material inventory and space usability (ensuring a seamless creative workflow).
- Led training workshops, STEAM programs and personalized mentoring for students, makers and entrepreneurs (focusing on design thinking, iterative prototyping and human-centered problem solving).
- Directed commercial design and fabrication projects, including client consultations, 3D modeling, production planning and invoicing (balancing design intent with technical constraints and user needs).
- Curated and hosted lab visits for international delegations and educational groups, while overseeing communications, documentation and stakeholder reporting.

**Space Manager & Coordinator** – Fab Lab Tajurbagah/ Ejaad Tech (Pvt.) Ltd. (January 2017 to January 2018)

- Led day-to-day operations of a design and prototyping lab, optimizing space usability and improving the overall user experience for diverse stakeholders.
- Conducted workshops on 3D design and digital fabrication tools, increasing tool adoption and supporting hands-on, user-centered prototyping.
- Created instructional materials and spatial signage to enhance user navigation and interaction (applying principles to physical and digital touchpoints).
- Conducted sessions on design tools such as SketchUp, Inkscape and Arduino to promote digital making.
- Collaborated with users to guide iterative design and prototyping processes, emphasizing feedback loops, usability and design thinking fundamentals.

## **EDUCATION & CERTIFICATIONS**

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- Google UX Certification from Coursera – In Progress
- Diploma in Principles and Applications of Digital Fabrication from Fab Academy – Passed in 2018
- B.E. Electronics Engineer from Hamdard University, Karachi – Graduated in 2017