

End-to-end digital product designer and researcher with more than 10 years of experience working in a full-stack designer role, focusing on the core web, mobile and desktop product experiences.

EXPERIENCE

Product Design Lead

2020 - Present

APIMatic.io • Islamabad, Pakistan

Leading the design department to rebuild the product design team and optimize the design process, while working on end-to-end design for major new features.

Senior UX Designer

2017 - 2020

Synergy-IT • Islamabad, Pakistan

Led the end-to-end user experience and interface design for SpeakIO recruiting product which optimize screening and hiring process efficiently.

Implemented and created a design system for mobile app product "CubiVue" which translate information architecture, navigation and process flows into easy-to-use solutions.

Produced user flows, user journey, prototype, wireframes, pixel-perfect mockups and front-end HTML markup that contributed to user-centered design (UCD) experiences for dozens of enterprise web portals and mobile apps in a fast-paced agile environment..

Worked closely with developers to implement shared components for Angular-based SaaS web applications and also collaborated with other team members and stakeholders to lead design and UX journey.

Apps Design Specialist

2015 - 2017

Ibex Solutions (EarthFactor Pvt. Ltd) • Islamabad, Pakistan

Led the user experience and interface design for the mobile apps (Android, iOS) & web including front-end HTML markup and ensured that the UI design meets the intended UX goals.

Worked with marketing team to produced pixel perfect mobile apps and web services for multiple telecom operators around the globe.

Authored creative strategy briefs and supervised development of branding, graphic design and brand logos to ensure consistently delivers on strategy.

Assistant Manager (UI/UX)

2014 - 2015

Produced interface design for the mobile apps (Android, iOS) & web including front-end HTML markup for different telecom services including local and international operators.

Worked closely with product team on multiple app products e.g. distribution, calling and power tools for multiple telecom operators.

Created complete concept design documents, wireframes & mockup standards for web and mobile application products in an agile environment.

	<div><div>UI Artist</div><div>Jolta Tech • Islamabad, Pakistan</div><div>Designed and produced assets of Game UI for the native apps and Unitygames (Android & iOS). Also created branding graphics for many popular apps and games for mobile platform.</div></div>	<div>2013 - 2014</div>
	<div><div>Graphic Designer</div><div>3D-GIT, Comsats University • Islamabad, Pakistan</div><div>Worked as Graphic Designer on a 1-year contract. Designed complete assets for therapeutic game's UI/UX developed in Unity 3D (Android & Desktop). Also completely revamped official website of 3D-GIT in pure HTML5 and CSS3.</div></div>	<div>2012 - 2013</div>
	<div><div>Web & UI Designer</div><div>Utrade Pvt. Ltd. • Islamabad, Pakistan</div><div>Designed all the UI tasks including template designing and slicing for HTML5 and CSS3. Also authored technical review writing at UTrade's monthly subscription magazine.</div></div>	<div>2011 - 2012</div>
	<div><div>UI Designer</div><div>Utrade Pvt. Ltd. • Islamabad, Pakistan</div><div>Worked as part time along with my BS in Computer Science studies. Managed and designed UI of all the 3D projects including TVC, promotional ads, banners and web.</div></div>	<div>2010 - 2011</div>

EDUCATION

<div><div>MSc. Project Management</div><div>UET Taxila, Pakistan</div></div>	<div>2016</div>
<div><div>BS in Computer Science</div><div>Iqra University Islamabad, Pakistan</div></div>	<div>2011</div>

SKILLS

Interaction Design • Visual Design • Prototyping • Design Management • Research

TOOLS

Adobe XD • Photoshop • Inkscape • HTML & CSS • Git • Gulp • Nunjucks

CERT

Successfully achieved following UX certifications from The Interaction Design Foundation (IDF)
🔗 <https://www.interaction-design.org/muhammad-saad>

Design Thinking: The Beginner's Guide • Dynamic User Experience: Design and Usability
Human-Computer Interaction - HCI • Mobile UX Design • The Ultimate Guide to Visual Perception and Design • Information Visualization: Getting Dashboards Right • UI Design Patterns for Successful Software • How to Design for Augmented and Virtual Reality