

Sameer Muslim

Product Designer

Portfolio

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I'm a Product Designer and Frontend Developer with +4 years of experience designing and developing user-centered digital products. Skilled in UI/UX design, design systems, and prototyping, I specialize in creating clean, minimal, and effective user interfaces. My combined expertise in design and frontend development enables me to deliver seamless user experiences from concept to implementation. Additionally, my background in visual and motion design supports my holistic approach to digital product creation.

WORK EXPERIENCE

Product Manager (Buy Good) @ [Aseel Technology Inc.](#)

July 2025 – Present // Arizona, USA

Lead the end-to-end product development process for the Buy Good marketplace, focusing on user research, strategic product planning, and seamless buyer-seller experiences across the platform.

- > Conducted comprehensive UX and UI audits to improve marketplace usability and conversion.
- > Led user research and case studies with key sellers and buyers to inform product decisions.
- > Developed a structured product roadmap aligned with Aseel's strategic goals.
- > Improved cross-functional workflows and documentation between design, engineering, and marketing teams.
- > Drove data-informed product iterations based on analytics and user feedback.

UI/UX Designer @ [Aseel Technology Inc.](#)

Nov - 2024 – Jun - 2025 // Arizona, USA

Contributed to designing intuitive and engaging web and mobile experiences for Aseel's global impact-driven platform, empowering artisans and bridging underdeveloped communities to the global digital economy.

- > Redesigned the Sell Good platform and the Seller Landing Page, and implemented improvements for the Aseel website, enhancing usability, engagement, and visual consistency.
- > Conducted user research, surveys, and usability testing to identify pain points and inform design decisions.
- > Developed user personas, sitemaps, and user flows for intuitive navigation and interaction.
- > Created wireframes, interactive prototypes, and high-fidelity designs, iterating based on user feedback.
- > Maintained design system consistency, accessibility compliance (WCAG), and

Freelance Digital Technology @ [iSAW International](#)

Feb - 2023 – July - 2024 // Arizona, USA

International Strategic Accelerator for Woman or iSAW helps enterprises make a dramatic impact for woman in their workplace that contributes to narrowing the gender equality gap globally.

- > Designed and structured brand guidelines that help other designers to design faster with the iSAW theme. Based on brand guidelines all designs reveal a consistent theme and brand tone for iSAW.
- > Designed event social media campaigns that show proficiency and consistent design which increased shares and post engagements.
- > Developing the best strategies for engaging with social media audiences.

UX/UI Designer @ Wama Solution Technology

Jan 2022 – Dec 2022 // India Remote

Contributed to Wama Technology, a leading mobile app development company in India and the USA, specializing in Android, iOS, and Flutter apps. Recognized by Clutch, appfutara, and GoodFirms.

- > Designed user interfaces for the company's website and mobile app, improving user experience and engagement through intuitive layouts and navigation.
- > Collaborated with cross-functional teams to create visually appealing designs that aligned with brand guidelines and user needs.
- > Developed various design assets, including icons and graphics, to enhance overall user experience across digital platforms.

SKILLS

Language & Frameworks

Designing

- UI/UX Design
- Mirro
- Wireframing
- Prototyping
- User Testing
- A/B Testing
- Visual Design

Development

- HTML
- CSS
- JavaScript
- Node JS
- React
- Android
- Flutter

Software

Adobe XD	3+ years
Figma	3+ years
Illustrator	2+ years
Photoshop	6+ years
InDesign	4+ years
Notion	3+ years
Slack	3+ years
Ms Office	7+ years

EDUCATION

Bachelor Degree of Computer Science (BCS) @ Aria University

Dec 2020 // Balkh, Afghanistan

Visual Elements of User Interface Design @ Coursera

Dec 2024 // Online

Principles of UI/UX Design @ Coursera

Nov 2024 // Online

The Complete 2024 Web Development Bootcamp by Angela Yu @ Udemy

2023 // Online

Course 3 From 7 Courses

Build Wireframes and Low-Fidelity Prototypes (Google) @ Coursera

July 2022 // Online

Fundamentals of Graphic Design (California Institute of the Arts) @ Coursera

Feb 2022 // Online

Social Media Content Management (Meta) @ Coursera

Feb 2022 // Online

University Lecturer (Part-Time) @ Balkh University

Sep 2020 - Oct 2021 // Balkh, Afghanistan

The second largest university in Afghanistan, Established in 1986, Balkh University is committed to academic excellence and innovation and plays a key role in shaping Afghanistan's educational landscape.

- Taught UX Design and Office automation and Computer Fundamentals subjects to +250 student in 3 semesters.
- Developed course policy for the UX/UI Design subject so that the study material matches with real need at software development companies.
- Recorded video tutorials, up-to-date material, keeping students aware of the latest trends in UX Design and Office automation and computer fundamentals.
- Designed best practices and prototype UX/UI real-world projects with students as part of final semester projects.

Assistant UX/UI Designer @ Saawis

Jan 2021 - Nov 2021 // Balkh, Afghanistan

Software development company focused on delivering high-quality, customized and reliable software solutions in Afghanistan to the government and international organizations.

- Collaborated on the design and development of [Aria University's MIS](#) prototype and design system, contributing to a %15 increase in student attendance by automating procedures.
- Assisted in prototyping and creating user experiences for a [US Embassy program management system](#), serving over 3,000 students across 11 public universities in Afghanistan, leading to significant time and cost savings.
- Supported the UX design of a responsive web application for the [Balkh Chamber of Commerce](#), benefiting over 261 local businesses. Participated in interviewing and mentoring interns, providing guidance on design projects and workflows.
- Contributed to the research, prototyping, and design of 6 web and mobile projects, collaborating with front-end and back-end teams to ensure consistent design systems and user interactions.

IT Technician and Graphic Designer @ Network

Jan 2019 - Des 2020// Balkh, Afghanistan

Network Zone ISP is a prominent telecommunications company providing internet services across Afghanistan. It boasts a wide clientele, including international and governmental organizations such as American and German camps in Balkh, GIZ Mazar, UNDP Mazar, and various consulates like Tajikistan, Uzbekistan, and Pakistan.

- Conducted on-site installations and troubleshooting for new internet connections using UBNT and MikroTik devices.
- Installed and configured diverse networking systems, including Wireless ViMax, Vsat, and Microwave PtP, using RocketDish M5-.
- Collaborated with international and governmental clients, overseeing the establishment of service rooms, CC cameras, and telephone networks.
- Designed brochures, business cards, banners, and social media posts, enhancing brand visibility and communication across various platforms.
- Managing and evaluating audience engagement on social media pages like LinkedIn, Facebook, Youtube, and Instagram.

Co-founder and Editor in chief @ Zerone E-Magazine

Jul 2017 - Sep 2019 // Afghanistan

The first electronic, scientific and technological magazine that aims to strengthen the culture of using technology, and raise the level of public awareness of new technologies.

- Launched the E-magazine in 2017 with 25 Afghan computer science students from different cities of Afghanistan, Canada, India, Turkey and Iran. Created and wrote contents, reports, tutorials, interviews with tech influencers to help and inform our society about the fast moving and changing tech world.
- Managed and released 6 editions of the e-magazine, each over 30 pages. They are available at [Magziter](#) and [PubHTML5](#) with contents for regular people, university student and tech professionals.
- Organized 4 workshop, Logo designing, design basics, branding and online safety for +450 designers and attendees, resulting in growth in their professional skills in their specific fields.

VOLUNTEER WORK

Volunteer @ GDG Balkh

Dec 2019 - Oct 2021 // Balkh, Afghanistan

Google Developers Group Balkh ([GDG Balkh](#)) is a chapter of GDG, a global program initiated and sponsored by Google. GDG Balkh was an active developer community for programmers and tech enthusiasm in Afghanistan.

- Organized 6 events with +300 attendees, 30 international and local speakers. working in a team of 2 organizers and +8 volunteers.
- Events had huge impact for local developers.
- online events with the help of 3 co-organizers and 5 volunteers, turning GDG Balkh events into the most influenced events for developers in Balkh.
- Helped with 5 GDSC (Google Developer Student Clubs) to organize events for universities students.

Community Co-Organizer @ [GDG Kabul](#)

Mar 2018 - Oct 2021 // Kabul, Afghanistan

- organized the largest developer festival in Afghanistan, DevFest Kabul 2019, with +400 selected attendees, 25 speakers, 27 sessions, and news channel coverage from BBC and VOA. Led the team of 11 organizers and +15 volunteers.
- Lead event branding and design team to design consistent social media material and printable assets for every event making sure to keep the design theme and organization identity intact.
- Assistant designer branding for +30 events over virtual and printable assets in 3 years.

Organizer and Designer @ [Future Leader Summit](#)

Aug 2019 - Des 2020 // Balkh, Afghanistan

- Contributed to a three-day intercountry platform focusing on UN 2030 (SDG) agenda.
- Collaborated with young leaders and activists from Kazakhstan, Uzbekistan, Afghanistan, and Tajikistan.
- Engaged in planning, implementation, and evaluation of global issues to strengthen youth participation.
- Facilitated awareness on SDGs goals and proposed self-help solutions with over 1,700 participants.

Organizer and Designer @ [Kindness Station MZR](#)

Feb 2018 - Oct 2021 // Balkh, Afghanistan

- Co-founder of a volunteer-driven initiative aiding innocent people and war-displaced refugees.
- Led efforts in providing warm clothes and blood to children with thalassemia.
- Assisted over 3000 individuals in various areas of need.

Event Organizer and Designer @ [Traveling Books](#)

Apr 2016 - May 2019 // Balkh, Afghanistan

- Contributed to a Traveling Books initiative promoting a reading culture.
- Established bookshelves in culturally significant locations for communal book exchange.
- Facilitated weekly book-reading gatherings to nurture intellectual growth.