Arsalan Aslam

LEAD PRODUCT DESIGNER (PROGRAM MANAGER)

EDUCATION

BFA (GRAPHIC DESIGN)
University of Punjab, Lahore

2014

DIPLOMA (FINE ARTS)
Naqsh School of Arts, Lahore

2008

SOFTWARE

- Figma
- Adobe XD
- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects
- Miro

CORE SKILL

- Prototyping
- Design Systems
- Wireframing
- Problem-Solving
- Creative Thinking
- Team Management

PORTFOLIO

www.uxbyarsalan.com

CONTACT

+46 76 4348 222
3arslan.aslam@gmail.com
Gothenburg, Sweden

LANGUAGE

English - Fluent

Urdu - Native

PROFESSIONAL SUMMARY

Innovative and results-driven UX/UI Designer with 10+ years of experience leading cross functional teams in creating impactful, user-centered digital solutions. Proven expertise in e-governance, citizen services, mobility systems, and public sector platforms. Skilled in driving product strategy, improving usability, and aligning design with organizational goals.

PROFESSIONAL EXPERIENCE

PUNJAB INFORMATION TECHNOLOGY BOARD (PITB), LAHORE | 2016 - 2025

PROGRAM MANAGER – DESIGN (2023 - 2025)

- Spearheaded UX operations across 10+ large-scale digital platforms, improving overall user satisfaction by 40% and reducing bounce rates by 25% across 200+ responsive screens.

- Managed multidisciplinary design teams of 10–12 people, ensuring delivery of 15+ projects with a 95% on-time and within-scope success rate.

- Led digital transformation for law enforcement and governance platforms, reducing public service delivery time by 30% and eliminating 70% of manual processes.

PRINCIPAL UX/UI DESIGNER (2020 – 2023)

- Directed design systems for tourism, employment, and internship initiatives — increasing mobile/web user engagement by 60% and boosting conversions by 25%.

- Collaborated with 20+ government stakeholders and product managers to optimize accessibility, resulting in a 35% improvement in usability testing scores.

- Built and standardized scalable design systems for multi-department platforms, cutting visual inconsistencies by 80% and reducing developer revision time by 20%.

SR. UX/UI DESIGNER (2019 – 2020)

- Conducted 50+ user interviews and surveys across transportation and infrastructure systems, reducing user task completion time by 45%.

- Implemented UX A/B testing and heuristic evaluations, resulting in a 22% increase in online form conversions across multiple citizen-facing services.

UX/UI DESIGNER (2016 – 2018)

- Designed and delivered 200+ responsive mobile and web UI screens used by 20M+ citizens via public sector apps.

- Produced interactive prototypes and adaptive layouts, accelerating stakeholder approvals by 30% and reducing design cycles by 25%.

- Improved cross-platform UI.

SENIOR WEB & UX/UI DESIGNER, SPORT.CC – LAHORE (2013 – 2016)

- Designed and optimized user interfaces for web applications.

- Conducted UX research and developed user journeys and wireframes.

WEB & UX/UI DESIGNER, SIXLOGICS – LAHORE (2010 – 2013)

- Created visual layouts, prototypes, and web navigation structures.

- Enhanced design accessibility and cross-platform compatibility.