

# Abdul Hasib

**Lead Product Designer** with over a decade of experience driving end-to-end UX strategy, interaction design, and high-fidelity prototyping. Currently exploring on shaping generative AI-powered experiences.

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## Experience

**Evoke Technologies** | Lead UX Designer Dec 2022 - Present

### Industrial Work Order & Operations Management System

- Led the redesign of a legacy enterprise application to unify fragmented workflows into a single, scalable platform.
- Designed configurable modules to support multiple facilities, operations, and customer-specific requirements.
- Structured end-to-end workflows covering material flow, test status tracking, duration capture, and multi-level reviews.
- Designed core operational features including invoicing, user management, and role-based access controls.
- Improved operational efficiency and usability across complex industrial processes.

### AI-Enabled Application Validation System

- Conceptualized and designed an AI-driven document validation experience leveraging OCR and LLM capabilities.
- Reduced manual effort by enabling automated error detection, approval, rejection, and notification flows.
- Improved accuracy and turnaround time for application processing through clear system feedback and status visibility.
- Defined UX patterns to support scalable automation while maintaining human oversight where required.

### Smart Hospitality Check-in Platform

- Led UX for a digital hotel check-in platform aimed at reducing guest wait times.
- Drove user research and usability testing across pre-arrival, arrival, and verification stages to uncover experience gaps.
- Improved check-in efficiency and overall guest experience through iterative, data-informed design decisions.

**OpenText Technologies** | Senior UX Designer Jan 2020 - Dec 2022

### Enterprise Business Process Management Platform

- Designed end-to-end user flows for complex enterprise workflows.
- Continuously iterated designs based on user feedback, usability testing, and data insights.
- Championed UX best practices, accessibility standards, and consistency across enterprise applications.

### Invoice & Payment Lifecycle Management System

- Designed a comprehensive invoice management application covering the full lifecycle from PO creation to payment clearance.
- Simplified complex financial workflows into clear, task-oriented user journeys.
- Delivered a scalable solution enabling invoice creation, submission, tracking, and payment status visibility.

**Tata Consultancy Services** | Senior UX Designer May 2018 - Jan 2020

### Automotive Dealer & CX Platform

- Designed UX for a large-scale application used by dealers and end customers across the vehicle sales and service lifecycle.
- Enabled dealers to manage inventory, sales, purchases, service appointments, and operational insights through unified dashboards.
- Designed customer-facing experiences for vehicle discovery, filtering by attributes (Make, Model, Trim, Color), purchasing, and service booking.
- Balanced business, dealer, and customer needs within a single platform architecture.

**IESoft Technologies** | UX Designer May 2016 - May 2018

### Financial Service Platform

- Delivered end-to-end UX/UI design for a financial services website serving users based in Dubai, UAE.
- Designed wireframes, prototypes, and final interfaces aligned with both business goals and user needs.
- The product recognized as a Top 10 Financial Startup in the UAE (2017).

## Education

**B. Tech from JNTU Hyderabad**  
Computer Science & Engineering

**Diploma in Painting**  
Arts and Painting

## Skills

User Journey, Wire Framing, Accessibility, Product Thinking, Rapid Prototyping, Information Architecture, Usability Testing, Design Systems, User Research, User Personas, Visual Design, Human-AI Collaboration, Conversational Design, Responsible AI Design,

HTML, CSS, Bootstrap, Tailwind

## Tools

Figma, Adobe Suite, Miro, Axure, ProtoPie, Jira

## Portfolio

Scan the QR code for quick access



ux-abdul.github.io