

# Muhammad Saad

## Lead Product Designer

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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

#### Lead Product Designer

2020 - Present

APIMatic.io • Islamabad, Pakistan

Leading the design & marketing team and enhancing developer experience in API space.

Produced end-to-end UX of Developer Experience Portal product which is serving developers and enterprise clients from more than 178 countries.

Worked closely with product team and produced user flows, user journey, wireframes and high fidelity mockups for Analytics Dashboard, API Editor, DX Portal, SDK Widget and Code Validator.

#### Senior UX Designer

2017 - 2020

Synergy-IT • Islamabad, Pakistan

Led the end-to-end user experience and interface design for SpeekIO 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.

## UI Artist

2013 - 2014

Jolta Tech • Islamabad, Pakistan

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.

## Graphic Designer

2012 - 2013

3D-GIT, Comsats University • Islamabad, Pakistan

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.

## Web & UI Designer

2011 - 2012

Utrade Pvt. Ltd. • Islamabad, Pakistan

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.

## UI Designer

2010 - 2011

Utrade Pvt. Ltd. • Islamabad, Pakistan

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.

### EDUCATION

## MSc. Project Management

2016

UET Taxila, Pakistan

## BS in Computer Science

2011

Iqra University Islamabad, Pakistan

### 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](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