

# Muhammad Saad

Senior UX/UI Designer

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## SUMMARY

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I'm a UX-focused product designer with end-to-end experience crafting user journeys across web, mobile, and desktop platforms. I specialize in simplifying complex workflows, improving usability, and designing intuitive experiences that solve real user problems. By applying UX principles, research, and design systems, I help build products that are both easy to use and aligned with business goals.

## EXPERIENCE

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### Rapidev Pvt. Ltd. | Senior UX/UI Designer

2025 - PRESENT

- ◆ Designed the full UX/UI for **OSINT** (Open-Source Intelligence) platforms with a clear flow to help users analyze real-time intelligence data.
- ◆ Created a tablet-based UX/UI for **IBMS**, a system used in military tanks for live battle strategy, surveillance, and situational awareness.
- ◆ Built and maintained a custom **design system** for the team to ensure consistency, reusability, and faster design delivery.
- ◆ Worked closely with **developers** to make sure designs were implemented correctly and worked smoothly on defense-grade devices.

### APIMatic.io | Senior Product Designer

2020 - 2025

- ◆ Led UX/UI design as a DX Designer for the Developer Experience Portal, increasing user retention by **73.33%** and improving onboarding completion rates by **30.38%**. Leveraged data-driven insights from **Mixpanel** and **Microsoft Clarity** to enhance user engagement, serving global developers and enterprise clients like **PayPal, Worldpay, Verizon, Foxit, Maxio, FortisPay, Boku, ThoughtSpot, GreenByte, PostNL, and PayQuicker** across 178+ countries.
- ◆ Collaborated with the product team to enhance user experiences through **data-informed** wireframes, high-fidelity mockups, and a comprehensive **Atomic Design System**. The system included design tokens, components, theming, behaviors, accessibility criteria, and use case guidelines, applied across the **API Copilot(AI), Analytics Dashboard, API Editor, Developer Experience Portal, SDK Widget, Code Validator, and Guided Walkthroughs**.

### Synergy-IT | Senior UX Designer

2018 - 2020

- ◆ Improved the onboarding experience and user interface for SpeakIO, increasing user activation rates by **25%** and reducing onboarding time by **15%** through streamlined UX/UI design.
- ◆ Created a scalable design system for the CubiVue mobile app product, resulting in **30%** faster design-to-development handoffs and enhanced visual consistency across the app.
- ◆ Delivered high-quality HTML+CSS for enterprise web portals, boosting cross-browser compatibility and reducing QA issues by **20%** in an agile environment.
- ◆ Collaborated with developers to implement SaaS web apps, achieving a **25%** improvement in design accuracy and a **10%** reduction in development time.

- ◆ Designed and delivered user interfaces for mobile apps (Android, iOS) and web platforms, resulting in a **20%** increase in user satisfaction scores and improved cross-platform consistency.
- ◆ Developed concept design documents, wireframes, and mockups for multiple app products, accelerating the design approval process by **30%** and ensuring seamless collaboration in an agile environment.

## **SKILLS**

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Design Strategy | Design Thinking | Design Systems | Interaction Design (IxD) | User-Centered Design (UCD) Prototyping | Usability Testing | Responsive Design | Figma | Adobe XD | HTML/CSS | Bootstrap | WordPress Microsoft Clarity | Mixpanel | Autopilot | HubSpot | Research | API Documentation Design | Agile/Scrum | GitHub | OSINT

## **CERTIFICATIONS**

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The Interaction Design Foundation

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

## **EDUCATION**

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- ◆ MSc. Project Management | UET Taxila 2016
- ◆ BS Computer Science | Iqra University ISB 2011