

Shaheer Ahmed

Product Designer (UI/UX)

Website: <https://shaheerahmed.com>

Email: shaheerahmed2021@gmail.com

Contact: +923142307708

LinkedIn: <https://www.linkedin.com/in/ahmedshaheer>

Summary

I'm a Product Designer with 7+ years of experience solving complex problems through simple, intuitive design. I thrive on turning messy challenges into clean user experiences that make life easier. The idea that millions could use and enjoy something I helped design drives me to keep improving, keep learning, and keep pushing for better. I combine a background in computer science with a love for design to create products that just make a difference.

Skills

Product Design

UI/UX Design | Interaction Design | Design Systems | Accessibility (WCAG) | Motion Design | 3D Design (Cinema 4D) | Lottie Animations

Prototyping & Testing

Figma | Sketch | Adobe Creative Suite | Webflow | A/B Testing | Usability Studies | Rapid Prototyping

Frontend Development

HTML | CSS | JavaScript | React | Styled Components | Responsive Design | Cross-browser Compatibility | Git | React Storybook

AI & Emerging Tech

Prompt Engineering for Generative AI | Motion Graphics | Video Production Pipeline

Research & Analytics

User Research | Competitor Analysis | Market Research | Mixpanel | Google Analytics

Documentation & Design Governance

Storybook | Notion | Confluence | Design Specs | Component Documentation

Collaboration & Soft Skills

Problem Solving | Empathy | Communication | Storytelling | Adaptability | Attention to Detail | Cross-functional Teamwork

Professional Experience

Roll.ai | Product Designer | November 2023 – Present

- **Reduced key drop-off points in the user journey by 15%** through data-driven design and A/B testing. **Increased user retention by 20%** by streamlining the user experience and implementing targeted usability improvements.
- Designed and developed AI automated workflows for recording, editing, and exporting shippable videos, **enhancing workflow efficiency by 90%**.
- Integrated AI features that are easy to use, utilizing Stable Diffusion for inpainting and outpainting and Deep Learning for Human Segmentation, enhancing video production quality and unlocking new possibilities.
- Conducted prompt engineering for Stable Diffusion and Open AI, optimizing inputs to generate high-quality visuals and decisions aligned with project requirements.
- Worked with various hardware configurations and codecs for video and audio production pipelines for optimal efficiency and maximum quality, ensuring technical consistency across diverse platforms.

Pumpjack Dataworks | Senior UI/UX Designer | January 2020 – October 2023

- Leveraged data-driven design to empower sports organizations like the Dallas Mavericks, Inter Miami, and World Table Tennis, **increasing fan engagement by 45%** and unlocking new revenue streams through innovative data solutions.
- Designed and developed "Fanbank," a user-centric platform for sports organizations to collect diverse fan data, assign it a monetary value, and facilitate secure data trading with other businesses, resulting in a **9x increase in clientele** (from 5 to 45)
- Led Design system adoption by actively contributing new components and ensuring adherence across development teams, **leading to 30% faster development cycles** and improved design consistency.
- Established and maintained a robust UI library using React, Stitches, Styled Components, Redux, React Spring, and Framer Motion, ensuring consistent component evolution with new features.

Socialpie | UX/UI Engineer | August 2019 – January 2020

- Designed, developed, and iteratively refined UI elements for an enterprise-level SaaS social media analytics web application that uses NLP for sentiment analysis of Roman Urdu/Hindi, prioritizing usability and user experience.
- Translated complex requirements into intuitive user interfaces, facilitating smoother collaboration across teams.
- Developed UI components and modules for the Socialpie app using AngularJS JavaScript.

Ahmedgraf | UX/UI Designer | March 2018 – July 2019

- Delivered UI design solutions tailored to client needs, enhancing user experiences.
- Developed wireframes and prototypes to communicate design ideas effectively.
- Ensured smooth implementation of UI designs in collaboration with development teams.

Education

FAST-National University of Computer and Emerging Sciences | **Bachelor of Science (Computer Science)** | August 2014 – August 2018

Certifications

IBM | **Design Thinking Practitioner** | May 2020

California Institute of the Arts | **Visual Elements in User Interface Design** | October 2019

WorldQuant University | **Applied AI Lab: Deep Learning for Computer Vision** | Expected 2025