

Shaheer Ahmed

Product Designer (UI/UX)

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Summary

Product Designer (UI/UX) and Developer with over 6 years of experience in user-centered design, data-driven solutions, and interaction design. Skilled in crafting innovative digital experiences for projects such as Roll.ai, Dallas Mavericks, Inter Miami, and World Table Tennis. Proficient in bridging creative concepts with technical execution to enhance user engagement and drive business objectives.

Professional Experience

Roll.ai – Product Designer; Remote (Nov 2023 – Present)

- Identified key drop-off points in the user journey, resulting in a 15% reduction in drop-off rates through data-driven design and A/B testing.
- Boosted user retention by 20% by refining the user journey and implementing targeted usability improvements.
- Designed and developed a remote video production tool, enhancing workflow efficiency by 35%.
- Continuously iterated on designs based on user feedback, enhancing the overall remote video production experience.
- Established design strategies that align with business objectives, driving brand awareness, engagement, and conversions.

CareerFoundry – Tutor; Remote (Nov 2021 – Present)

- Mentored students through UI/UX Design courses, preparing them for professional roles in the design industry.
- Provided personalized career advice, aiding in the transition into the design field.
- Collaborated with the instructional team to enhance course content, improving the learning environment.

Degree37 – User Experience Designer; Remote (Aug 2023 – Apr 2024)

- Designed interconnected products for blood donation, improving experiences for donors, centers, and support teams.
- Contributed to the design system, ensuring consistency across multiple development teams.
- Iterated designs based on user feedback, creating a seamless and rewarding blood donation process.

Pumpjack Dataworks – Sr. UI/UX Designer and Developer; Karachi, Pakistan (Jan 2020 – Oct 2023)

- Leveraged data-driven design to empower sports organizations like Real Madrid, Inter Miami, Dallas Mavericks, and World Table Tennis to optimize fan engagement and unlock revenue streams through innovative data solutions.
- Championed user-centric interfaces by collaborating with product teams to design visually appealing and intuitive experiences for sports data analytics platforms.
- Championed design system adoption by actively contributing new components and fostering adherence across development teams.
- Established and maintained a robust UI library using React, Stitches Styled Components, Radix UI, React Spring, and Framer Motion, ensuring accessibility compliance and continuous library evolution with new components.

Socialpie – UI/UX Engineer; Karachi, Pakistan (Aug 2019 – Jan 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.
- Led design workshops that aligned stakeholders on design standards and best practices.

Ahmedgraf – UI/UX Designer; Karachi, Pakistan (Mar 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.

Vortech Innovation – Intern UI/UX Designer; Karachi, Pakistan (Dec 2014 – Oct 2015)

- Designed user interfaces for various websites, ensuring visual consistency and client satisfaction.

EDUCATION

Bachelor of Science (Computer Science); Karachi, Pakistan (Aug 2014 – Aug 2018)

FAST – National University of Computer and Emerging Sciences

IBM – Design Thinking; Karachi, Pakistan (May 2020)

Enterprise Design Thinking Practitioner

Visual Elements of User Interface Design; Karachi, Pakistan (Oct 2019)

California Institute of the Arts

Skills

Design Skills: UI/UX Design, Interaction Design, Motion Design, 3D Design (Cinema 4D), Design Systems, Accessibility

Technical Skills: HTML, CSS, React, JavaScript, Prototyping & Wireframing (Figma, Sketch), Usability Testing (A/B Testing, Usability Studies), Adobe Suite, Webflow, React Storybook, Styled Components, Git

Research & Analysis: Interviews, User Research, Market Analysis, Competitor Analysis, Mix Panel, Google Analytics

Soft Skills: Communication, Empathy, Problem-Solving, Storytelling, Adaptability, Attention to Detail