

# Muhammad Naeem

Lead Product Designer | Design Engineer | AI-Augmented Design

[me.naeem88@gmail.com](mailto:me.naeem88@gmail.com) | [+92 321 888 6461](tel:+923218886461) | [LinkedIn](#) | [Portfolio](#)

## PROFESSIONAL SUMMARY

Lead Product Designer with 10+ years across SaaS, fintech, and health, working remotely with teams in Canada, the UK, and Australia. Builds design systems from scratch, then ships them as production UI using AI-augmented workflows (Claude Code, Cursor, Figma MCP). Recent results: 70% shorter core pages at SRED.io, 500+ screens across 6 product lines brought to WCAG 2.1 AA at EISST, and 3x conversion for e-commerce clients while leading a 3-person design team at MLK Group.

## CORE SKILLS & TOOLS

**Product Design:** End-to-end Product Design, UX Strategy, Information Architecture, Interaction Design, Prototyping, Design Thinking

**Research & Validation:** User Research, Usability Testing, Competitor Benchmarking, Heuristic Evaluation, Journey Mapping

**Design Systems & Accessibility:** Multi-platform Design Systems, Design Tokens, Component Libraries, Responsive Layouts, WCAG 2.1 AA, Dev Handoff & Design QA

**AI & Design to Code:** Claude Code, Cursor, Figma MCP, Claude, Gemini, Figma AI, UX Pilot; UI code in React, Angular, React Native, HTML/CSS

**Leadership:** Design Team Leadership, Mentoring, Product Roadmapping, Stakeholder Management, Cross-functional Collaboration, Agile/Scrum

**Tools:** Figma, FigJam, Adobe Photoshop, Adobe Illustrator, Jira, Confluence, Notion, Miro, Slack

## PROFESSIONAL EXPERIENCE

**Lead Product Designer** Jul 2026 – Present

*SRED.io · Remote (Canada)*

Toronto SaaS platform helping 100+ Canadian companies claim R&D (SR&ED) tax credits, integrated with Jira, GitHub, and Azure DevOps.

- Built the platform's first design system on Flowbite, giving engineering one shared component library.
- Cut core page length by 70% through a layout redesign, with no loss of content.
- Designed four products (Staff & Teams, File Vaults, Timesheets, Feedback Widget): 12 end-to-end flows and 50+ screens.
- Lead design and manage a front-end developer, taking designs into production code through a Figma MCP workflow.

**Senior Product Designer** Dec 2023 – May 2026

*EISST Ltd · Remote (London, UK)*

- Led end-to-end UX/UI design across 6 high-security, privacy-first product lines, delivering 500+ screens across mobile, web, and desktop while maintaining design quality under strict compliance constraints.
- Rebuilt core application, authenticator, and setup flows, resolving critical onboarding drop-off issues and reducing user friction across 3 interconnected product surfaces.
- Architected and implemented a scalable, multi-platform design system with standardized components, design tokens, and responsive patterns, reducing design-to-dev handoff time and eliminating cross-platform inconsistencies.
- Upgraded icon library, color palette, and typography to achieve full WCAG 2.1 AA compliance, enabling accessibility for a broader user base and satisfying enterprise client requirements.
- Streamlined design documentation and handoff processes, resolving persistent misalignment between design, engineering, and QA teams, reducing revision cycles and accelerating sprint velocity.
- Conducted competitor benchmarking and moderated usability testing sessions to validate design decisions with real users, ensuring products solved verified pain points.

**Design Team Lead** Jul 2021 – Nov 2023

*MLK Group Pty Ltd · Remote (Australia)*

- Led a team of 3 designers and directed digital product design strategy for 50+ Australian brands across fintech and e-commerce, owning design quality from discovery through launch.
- Reduced design revision cycles by 50% by introducing reusable component frameworks and establishing a shared design system, enabling the team to scale output without sacrificing quality.

- Boosted conversion rates by 3x and increased online orders by 2.5x for flagship e-commerce clients through data-informed UX improvements and conversion-rate optimization.
- Designed high-impact pitch decks and investor-facing assets that directly supported business development, contributing to repeat contract wins in competitive markets.
- Established design roadmaps aligned with business OKRs and implemented Lean UX and Design Thinking processes, bringing structure and repeatability to a previously ad hoc design workflow.
- Mentored designers on UX methodology, Figma best practices, and client communication, building team capability and design culture.

### **Senior UX/UI Designer** Dec 2019 – May 2021

*April and June Digital (Pvt) Ltd. · Lahore, Pakistan*

- Engineered a modular, component-based design system for Bionorica (pharmaceutical brand), ensuring cross-platform scalability and visual consistency across web and mobile surfaces.
- Designed high-fidelity interfaces and interaction models for Web3 and crypto platforms, navigating novel UX paradigms to support successful market entry for emerging-tech clients.
- Translated complex, multi-stakeholder requirements into clearly defined user journeys, personas, and measurable design outcomes, bridging the gap between technical constraints and user needs.
- Led design strategy for e-commerce (including Expofair, a German online store), Web3, and pharma platforms, reporting directly to the CEO and aligning visual systems with business KPIs and product roadmaps.

### **UX/UI Designer** Aug 2017 – Oct 2019

*Quantum CPH A/S · Lahore, Pakistan*

- Architected the end-to-end web experience for Viavana, a hotel and ticket management booking engine, from information architecture through high-fidelity prototyping and developer handoff.
- Lead UX/UI designer on Hidebox, a mobile app for cataloguing personal items and recording insurance claims; built high-fidelity interactive prototypes that validated user journeys and surfaced usability issues before development investment.
- Translated complex technical requirements into detailed personas, user stories, and task flows, enabling a shared understanding across product, engineering, and business stakeholders.
- Built scalable design systems and performed systematic heuristic UX audits to enforce premium interface standards and flag usability regressions.

## **SELECTED CONSULTING**

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Independent product design consulting for clients in the US, Germany, and Australia.

Full case studies at [mnadesigns.github.io/stories](https://mnadesigns.github.io/stories).

### **VYNO** Product Design Consultant · Mobility app

Designed a carpooling app around the three things stopping people from booking: trust, discoverability, and ride clarity. Introduced verified profiles, smart ride filters, and QR-based ride confirmations to raise booking confidence and reduce missed connections.

### **Applied Electronics** Product Design Consultant · Enterprise website

Redesigned the web experience for an audio-visual and broadcast technology integrator. Organic search visibility grew about 50%, branded search volume rose from 12.8K to 20K+ (57%), and mobile bounce rate fell about 46% through improved responsiveness and speed.

### **Zero Gaspi** Product Design Consultant · iOS & Android

Designed native iOS and Android apps for an anti-food-waste marketplace connecting food merchants with consumers, who buy unsold food as "Surprise Baskets" at about 30 to 35% of the original price.

## **EARLIER EXPERIENCE**

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**Graphic and Web Designer**, Brainlogix Private Limited, Lahore (Jul 2014 – Jul 2017)

**Graphic Design Internship**, iApp11 Technologies, Lahore (Jan 2014 – Jun 2014)

## **EDUCATION**

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**Bachelor of Commerce, Information Technology** 2011 – 2013

*University of the Punjab, Lahore, Pakistan*