USAMA ZIA UL HASSAN

Senior UI/UX & Product Designer

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PROFILE

Senior UI/UX & Product Designer with 6+ years of experience designing end-to-end digital products across web and mobile, including AI-driven SaaS platforms. Skilled at translating user research into user flows, wireframes, and high-fidelity prototypes, applying AI-enabled design tools to accelerate discovery and delivery, and partnering with product managers and engineers to ship intuitive, data-informed experiences that hold up under real-world use.

WORK EXPERIENCE

Senior UI/UX Designer at Netsol Technologies *02/2025 to Present, Lahore, Pakistan*

- Design end-to-end user flows, wireframes, and interactive prototypes for AI-driven web and mobile products, applying AI-enabled design tooling to accelerate discovery and iteration.
- Partner with product managers, engineers, and data scientists to translate complex machine-learning outputs into simple, user-centered experiences.
- Take a research-driven, data-informed approach, tracking metrics such as task-completion rate and onboarding time, to guide continuous design improvements.
- Build and maintain reusable Figma component libraries, auto-layouts, and variants to support scalable, consistent product development.

Senior Product Designer at Developers Studio *11/2023 to 01/2025, Lahore, Pakistan*

- Led end-to-end design across core products, including AMLWatcher, The KYB, and Facia, shaping user flows, wireframes, and mockups optimized across devices.
- Led cross-functional teams through ideation, conceptual development, and launch of new features, conducting user research and usability testing to inform decisions.
- Collaborated closely with engineering and product management to ensure seamless integration and on-time, high-quality delivery.
- Applied design thinking methodologies to align product strategy with user needs, exceeding business goals and customer expectations.

Senior UI/UX Designer at Zereflab *07/2022 to 10/2023, Lahore, Pakistan*

- Led cross-functional teams to develop and implement user-centered design strategies for web and mobile applications, driving a 20% increase in user engagement.

UI/UX Designer at Next Design *09/2020 to 08/2022, Lahore, Pakistan*

- Conducted user research and usability testing to inform design decisions and improve overall user experience.
- Collaborated with cross-functional teams to create user flows, wireframes, prototypes, and high-fidelity mockups for web and mobile applications.
- Designed intuitive navigation systems and visually engaging interfaces grounded in user-centered design principles.

Graphics & UI/UX Designer at Rapidev Games *01/2020 to 08/2020, Islamabad, Pakistan*

- Designed visually engaging user interfaces for web, mobile, and gaming applications aligned with brand guidelines and UX best practices.
- Collaborated with cross-functional teams on wireframes and prototypes, and mentored junior designers on design best practices.

EDUCATION

BSCS, Computer Science at COMSATS University Islamabad | *09/2014 to 07/2018*

Intermediate, Pre-Engineering at Punjab Group of Colleges | *04/2012 to 07/2014*

SKILLS

Design & UX: UI/UX Design, Product Design, User Flows & Journey Mapping, Wireframing & Prototyping, Usability Testing & User Research, Design Systems

Tools: Figma (Components, Auto-Layout, Variants, Prototyping), Adobe XD, Adobe Illustrator, Adobe Photoshop, Adobe Creative Suite

Ways of Working: AI-Enabled Design Workflows, Cross-Functional Collaboration, Data-Informed Decision-Making, Design Thinking, Stakeholder Presentations