ASAD ALI

UI/UX & Product Designer

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SUMMARY

Self-taught AI native UI/UX and Product Designer with over **3.8+ years** of experience delivering **40+** projects across diverse platforms (Web, eCommerce, Mobile Apps, and SaaS). Combining human-centered design principles with advanced AI workflows to rapidly prototype and ship high-quality digital products.

WORK EXPERIENCE

Techinoid **Lahore**
UI/UX Designer *Sept 2025 to Mar 2026*

- Delivered **10+** digital products utilizing a scalable Shadcn component system and Tailwind CSS, ensuring premium and consistent user experiences.
- Architected a **Super App** consolidating 6 distinct services into a single, intuitive interface.
- Designed an **AI-powered client onboarding** web application, creating a frictionless purchasing flow that eliminated the need for sales calls.
- Managed enterprise Design Systems, including theme tokens and multi-library architecture for logistics software.

4DX Digital Consulting **Lahore**
UI/UX Designer *Jul 2024 to Aug 2025*

- Delivered **22+** digital projects with a strong focus on mobile applications and **conversion-optimized websites**.
- Redesigned **Hifsa Khan Salon** website, increasing online bookings inquiries by **35%** through a responsive layout, seamless user flows and premium UI design.
- Optimized Shopify checkout and user flows for a baby food brand, directly driving measurable conversion growth.
- Launched a UK fashion brand by designing its eCommerce website, brand identity, and **AI-generated visual assets** for **145+** products.

Independent Consultant **Remote**
UI/UX Designer (Contract) *Jan 2023 to Present*

- Crafted a premium, minimalistic, and highly responsive Shopify store for an American high-end wellness brand.
- Designed a comprehensive **product ecosystem** for a Dubai veterinary startup, including a mobile application, landing page, and vet portal.
- Delivered a conversion-focused website for a meditation platform featuring masterclasses and 1-on-1 sessions.
- Transformed **client requirements** into high-fidelity, user-centered interfaces for a carbon tracking mobile app.

PROJECTS

AI Products & Vibe Coding *May 2026 to Present*
Independent Product Builder & Designer

- Designed and deployed an **end-to-end product** micro-SaaS platform (Suitd), transforming a **raw concept** into a live functional MVP.
- Leveraged **AI workflows** using Claude, Lovable and Cursor to **integrate AI APIs**, setup Lemon Squeezy payments with Purchasing Power Parity (PPP), connect Google Analytics & Hotjar for user behavior tracking, and deploy via Vercel.
- Shipped a live digital product **without traditional developer handoff**, significantly reducing time to market
- Additionally, designed and rapidly deployed a highly responsive personal portfolio utilizing **Figma's Make/AI** generation

capabilities.

FinTech Mobile App Redesign *Feb 2024 to May 2024*
UI/UX Case Study

- Executed an end to end UX redesign, initiating with **secondary market research** and **primary user surveys** to pinpoint usability gaps.
- Translated **research insights** into detailed **user personas** and **journey maps**, crafting a high-fidelity interface using the Material Design system.
- Upgraded the overall UI and **introduced missing** core **features** like dark mode and account sharing.
- Conducted **usability testing** to validate the new flows, achieving **high user satisfaction** and iterating on minor feedback to perfect the final design.

SKILLS & CORE EXPERTISE

- **Design & AI Tools:** Figma (Make / AI), Google Stitch, Replit, Claude, Cursor, Lovable, CapCut, Relume, Webflow, Miro.
- **UX/UI Methods:** User Research, Information Architecture, Journey Mapping, Wireframing, Prototyping, Interaction Design, Usability Testing, UX Logic & Psychology.
- **Design Systems:** Scalable Design Systems, Component Libraries (Shadcn), Auto-layouts, Design Tokens, Developer Handoff Documentation, Responsive Web & Mobile Design

EDUCATION

Google UX Design Certificate *Dec 2023*
Coursera (Remote)

UI/UX Design Certificate *Dec 2022*
E-Rozgar Program (Remote)

Bachelor of Science in Physics *Mar 2020 to May 2022*
University of Okara (Main Campus)