

# Muhammad Asim

## Product Designer

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## PROFILE

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Product Designer delivering high-impact products across fintech, healthtech, edtech, social procurement, and consumer services. Strong foundation in user research, interaction design, and design systems — with a computer science background (BSc + MSc) that brings systems thinking and genuine fluency with engineering teams. I use AI tools like Claude, Cursor, and Make to accelerate ideation and iteration, not replace the craft. Track record includes reducing onboarding drop-offs by 42%, lifting retention by 35%, and cutting design-to-dev handoff time by 40% through a scalable design system.

## CORE SKILLS

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**Product Design** Interaction Design, Prototyping, Visual Design, User Research, Usability Testing, Information Architecture, Microinteractions, Accessibility (WCAG)

**Design Systems** Figma (Auto Layout, Variants, Tokens), Component Libraries, Design–Engineering Handoff, Cross-platform Consistency

**Working with Code** React, Tailwind CSS, HTML/CSS, Django — used for prototyping and full-stack thesis project

**AI & Prototyping** Cursor, Claude, Figma Make, Google AI Studio, Lovable, Bolt, GPT-4 integration

**Collaboration** Cross-functional Partnership, Stakeholder Management, Agile / Scrum, Jira, Notion, FigJam, Miro

## PROFESSIONAL EXPERIENCE

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### Product Designer | Mena Capital

March 2026 – Present

London, UK / Remote

- Leading UX for a complex post-trade fintech platform, designing workflows across client management, transactions, and compliance (KYC).
- Simplified fragmented processes across multiple systems into unified, efficient user journeys, improving operational productivity.
- Created interactive Figma prototypes to validate solutions and align stakeholders before development.
- Applied systems thinking to connect data-heavy interfaces and improve how users interact with distributed information.
- Partnered with product, engineering, and compliance to ensure alignment with regulatory and business requirements.

### Product Designer | SaveInGold

January 2025 – February 2026

London, UK / Remote

- Led the end-to-end redesign of a consumer fintech mobile app across iOS and Android, owning the work from research and discovery through delivery and developer handoff.
- Reduced onboarding drop-offs by **42%** by redesigning fragmented flows and integrating previously external processes into seamless in-app experiences.
- Worked closely with engineering through implementation to keep design intent intact — pushing on spacing, typography, and detail until the shipped product matched the spec.
- Conducted user research, UX audits, and stakeholder interviews to shape design strategy and identify the highest-impact pain points.
- Collaborated with compliance and engineering to deliver accessible, regulation-aligned solutions.

### Product Designer | SocialPro

June 2024 – December 2024

London, UK / Remote

- Delivered end-to-end design improvements across web and SaaS platforms, focused on usability, conversion, and information architecture.
- Redesigned the corporate website, achieving a **13%** increase in B2B lead generation through improved clarity and journey structure.

- Simplified complex data visualisations, increasing feature adoption by **22%** — making data-heavy interfaces intuitive and actionable.
- Produced high-fidelity prototypes and worked closely with engineering to ensure accurate, smooth implementation.

## **UX Designer | WPBrigade**

*September 2021 – May 2024*

*Sialkot, Pakistan*

- Built and maintained a scalable, component-based design system, establishing token architecture, naming conventions, and governance — reducing design-to-development handoff time by **40%**.
- Redesigned user journeys for widely-used WordPress plugins (large consumer-facing products), increasing retention by **35%** and premium conversions by **25%**.
- Led A/B testing initiatives to validate design decisions and measurably improve feature adoption and revenue outcomes.
- Worked cross-functionally with developers and product stakeholders to deliver consistent, scalable, accessible experiences.

## **FEATURED PROJECT**

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### **AI-Powered Lyric Generator** — *end-to-end design and build, MSc Thesis*

- Owned the project end-to-end — UX, frontend, and backend integration — taking it from problem framing to working product.
- Designed the mobile experience in Figma, mapping prompting flows and running usability tests to refine the interaction model for a novel AI-driven workflow.
- Built the cross-platform frontend in Flutter and the backend in Django, integrating GPT-4 fine-tuned on a **4,000-song** dataset for contextual relevance.
- Tackled an open interaction design problem — how users prompt, refine, and trust AI output — directly relevant to designing AI-driven tools.

## **EDUCATION**

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**MSc Computer Science** — Anglia Ruskin University, Cambridge

*2023 – 2024*

**BSc Computer Science** — University of Gujrat, Sialkot

*2017 – 2021*