



M Azeem Tahir

Senior UX/Product Designer | No-Code Platform Specialist

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Summary

Senior UX/Product Designer with 4+ years driving user-centered design at agency and startup scale. Proven ability to bridge business goals and user needs by designing intuitive, high-performing interfaces that deliver measurable results or more than 50+ startups and established companies like KING KONG, Slightwork, Softriver & 5four Digital. - delivering 200+ projects that improved client metrics (conversion, engagement, efficiency).

I have Specialist in designing in designing Websites, Landing pages, Mobile apps, Dashboard & Pitch decks. I've also led cross-functional teams of 4 designers, established design workflows that increased delivery efficiency by 30%.

Core Competencies:

- User research & validation
- Design systems
- Product strategy
- User Testing/ Validation
- Design-to-Dev Handoff
- Information Architecture
- Responsive design across web & mobile

Experience

Sr. UX & Product Designer

Oct 2022 - Present

[Cigul LTD \(Design Agency\)](#)

Progressed from intern to Sr. Designer in 18 months at this design agency. Built and led a 4-person design team, implemented design systems, and delivered **200+ projects** for clients like KING KONG. Increased team efficiency by **30%** and reduced dev handoff time by **25%**.

- Built and lead a 4-designer team from scratch; established Figma-based design workflows that reduced project turnaround by **30% (from 12 to 8.4 weeks avg.)**, enabling the agency to scale from **80 to 200+ annual projects**.
- Spearheaded design strategy for high-profile clients (KING KONG, Slightwork); conducted stakeholder interviews, user research, and competitive analysis to inform product roadmaps.
- Implemented a scalable design system (component library + design tokens in Figma) used across **50+ client projects**, reducing design-to-dev handoff time by **25%** and improving design consistency.

Design Impact:

- Designed **200+** web, mobile, and dashboard interfaces for startups and established brands across SaaS, fintech, e-commerce, and B2B sectors.
- Collaborated with product managers and engineers on cross-functional projects; owned design-to-dev handoff, ensuring pixel-perfect implementations and smooth developer experience.

Freelance UI/UX Designer (No-Code Specialist)

Apr 2023 - Present

[Self-Employed](#) | Concurrent with Sr. Designer role

Independent design consultant specializing in no-code platforms (Bubble.io, Framer, Lovable).

- Completed 80+ end-to-end design projects (websites, landing pages, sales funnels, mobile apps, dashboards) for fintech, e-commerce, wellness, and B2B clients; maintained **100%** on-time delivery.
- Delivered measurable results on freelance projects: improved engagement by **30%**, reduced bounce rates by **40%**, increased conversions by **27%**, boosted course enrollment by **2X**, and enhanced CTA engagement by **16%**.
- Work as design partner for **15+** SaaS startups and creative agencies (**Bubble.io, Socially Plus, Bloom Creative, OTR House**) deliver wireframes → prototypes → high-fidelity designs → developer handoff documentation.

Intern UI/UX Designer

Apr 2021 - Jun 2022

[3Const Agency Pvt](#)

Learned UX fundamentals under senior mentorship. Designed application screens, interfaces, and pitch decks for real-world projects. Developed strong foundation in user-centered design and mastered Figma.

- Built design foundation under senior mentorship, focusing on user-centric wireframing, prototyping, and mastering Figma.
- Contributed to practical projects, designing application screens and pitch decks that balanced creative concepts with core functionality.
- Internalized the essential principle of **"user needs first,"** beginning a commitment to crafting intuitive and inclusive designs from day one.

Skills

Tools & Platforms

- Figma
- ChatGPT
- Slack
- Framer
- Adobe Creative Suite
- Notion
- Jitr
- Miro
- Mobbin
- Lovable Ai
- Claude Ai

Strategy & Research

- User Research
- Usability Testing
- Competitive Analysis
- Product Strategy
- Information Architecture

Design & Execution

- Wireframing
- Prototyping
- Visual Design
- Design Systems
- Responsive Design

Leadership & Collaboration

- Team Leadership
- Client Communication
- Cross-Functional Work
- Design Mentorship
- Dev Handoff

Education & Learning

Google UX Design Professional Certificate

[Coursera](#) | 2023-2024

User research methodologies • Interaction design • Prototyping • Design thinking • Usability testing

Bachelor of Computer Science

[Karachi University](#) | 2018-2022

Web development • UI/UX principles • Database design • Software engineering

Diploma of Computer Science

[Pakistan Navy Polytechnic Institute](#) | 2015-2018

Foundation in computer science fundamentals and programming

Continuous Learning

Experimenting with AI-assisted design tools (Claude AI, Lovable, Gemini) • Exploring emerging no-code platforms • Following design trends via Mobbin, Design Observer, and industry publications

Languages & Communication

Urdu

Native Fluency

English

Upper-Intermediate (B2) | Fluent written communication, comfortable in client calls and presentations

Ready for the next step?

I'm available for interviews and open to opportunities that align with my design and leadership expertise. Let's talk about how I can drive impact for your team.