

Mustafeez Ahmed

Senior Product Designer & UX Engineer | Senior UI/UX Engineer

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Portfolio: mustafeezahmed.tech

PROFESSIONAL SUMMARY

Senior product designer and UX engineer with 10+ years of experience, focused primarily on understanding user needs and turning complex product requirements into clear, usable experiences. My work covers user interviews, journey mapping, user flows, low- and high-fidelity design, prototyping and design systems, supported by hands-on UI development experience. Recent projects include conversational commerce, voice-led product discovery, enterprise workflows and responsive product experiences.

CORE EXPERTISE

UX and product design: User research, user interviews, user journeys, user flows, information architecture, low- and high-fidelity design, interactive prototyping, UX audits, heuristic evaluation and conversational UX.

UI and design systems: Figma, FigJam, Miro, responsive interface design, design tokens, component mapping, typography, accessibility and Material Design 3 foundations.

UI development: React, Angular, JavaScript, HTML5, CSS3, SCSS, Tailwind CSS and Bootstrap, with a focus on responsive and accessible implementation.

PROFESSIONAL EXPERIENCE

XYNOTECH (Pvt) Ltd. - Senior UI Engineer | Product Design and UX Engineering 10/2021-Present

- Design and build product experiences across AI-powered commerce, enterprise portals and workflow-heavy business applications.
- Plan and conduct user research and interviews, then translate findings and product requirements into user journeys, user flows and clear information structures.
- Create low- and high-fidelity designs, interactive prototypes and implementation-ready interface specifications in Figma, using FigJam and Miro to map ideas and collaborative workflows.
- Designed conversational search, product comparison and hands-free voice journeys for VendifAI and Converso, including mobile states that keep product content visible while users speak or listen.
- Created and documented design-system foundations covering tokens, typography, spacing, components, responsive patterns and interaction states.
- Mapped complex C-Link and Sniffinity workflows, helping product and engineering teams identify unclear requirements, blockers and missing states before development.
- Support design implementation by developing and refining responsive interfaces using React, Angular, JavaScript, HTML5, CSS3, SCSS and Tailwind CSS.
- Collaborate closely with product owners, developers and QA throughout discovery, design reviews, implementation and validation.

Mustafeez Ahmed | Experience and Qualifications

SELECTED PRODUCT WORK

VendifAI: Conversational product discovery, hands-free voice interaction, mobile voice states, review summaries and session-management concepts.

Converso: AI chat experiences covering product search, comparison, speech capture, text-to-speech and responsive conversation states.

C-Link: Enterprise journey mapping, UX audits, component mapping and Material 3-informed design-system foundations.

Sniffinity: User research, journey mapping and dashboard UX for complex household and pet-related workflows.

EARLIER EXPERIENCE

TECHNADO (Pvt) Ltd. - Senior UI Developer

12/2020-09/2021

- Designed and developed responsive interfaces and reusable UI patterns for client-facing web products.
- Worked with stakeholders to shape layouts and interaction flows while maintaining brand consistency across screens.
- Delivered accessible, SEO-conscious web pages aligned with W3C standards and practical usability principles.

Sky Tech Sol (Pvt) Ltd. - Frontend Developer

03/2018-12/2019

- Converted PSD and Figma designs into responsive, cross-device interfaces using HTML, CSS, JavaScript and Bootstrap.
- Built reusable frontend structures and improved layout consistency, spacing and responsiveness across client websites.
- Customized and optimized interfaces to support usability, maintainability and reliable behavior across screen sizes.

Evolution Media Network (Pvt) Ltd. - Web Designer and Developer

01/2014-01/2017

- Designed website layouts, icons, banners and supporting visual assets using Adobe Photoshop and Illustrator.
- Built and maintained corporate and ecommerce websites using WordPress and Shopify.
- Managed content updates and improved site presentation, responsiveness, basic SEO and performance.

EDUCATION

ACCP Pro Advanced Diploma in Software Engineering: Aptech Karachi - 12/2012-05/2016

Matric Science: Ismail A. Wala School - 2001

PROFESSIONAL DEVELOPMENT

Google: Foundations of User Experience Design

Awwwards: Design-focused professional learning, 2025

TOOLS AND WORKING PRACTICES

Figma, FigJam, Miro, Adobe Photoshop, Adobe Illustrator, Jira, Git, GitLab, Azure DevOps, repository and branch management, WordPress, Shopify, responsive design, accessibility reviews, design documentation and cross-functional design reviews.

LANGUAGES

English - Intermediate • **Urdu** - Native