

# Shayan Uddin

## UI/UX & Product Designer

### Professional Summary

Senior UI/UX & Product Designer with 9+ years of experience designing enterprise apps, SaaS platforms, and healthcare systems. Proven expertise in design systems, UX research, and design strategy, leading teams of 20+ designers to deliver scalable, user-centric products with measurable business impact.

My Portfolio  
[shayancreative.wixsite.com/shayanuddin](https://shayancreative.wixsite.com/shayanuddin)

Email  
[ma-shayan@hotmail.com](mailto:ma-shayan@hotmail.com)

Phone  
[\(+92\) 313 249 0217](tel:+923132490217)

Address  
D.H.A Karachi, PK

### Socials

Linkedin  
<https://linkedin.com/in/shayanuddin>

Behance  
<https://behance.net/shayanuddin>

Dribbble  
<https://dribbble.com/shayanuddin>

### Languages

English  
Professional Working

Urdu  
Native

## Experience

Feb 2014 – Present Karachi, PK



All Star Technology  
Product Designer

- Led 20+ designers delivering enterprise UX/UI for **USOC (Rio Olympics)**, **Boston Marathon App**, and **Royal Bank of Canada**, improving design consistency and usability.
- Worked in **Agile teams** on projects like **ShakeAlert (LA)**, ensuring smooth design-to-development handoffs.
- Created **wireframes, storyboards, and high-fidelity designs** for healthcare, finance, and enterprise apps, **enhancing navigation and onboarding flows**.
- Improved usability & brand positioning** for large-scale clients through user-centric designs.
- Conducted **A/B testing & usability evaluations**, refining UX and boosting engagement for apps like the **Boston Marathon App**.
- Mentored designers, ensuring design consistency & efficient delivery across projects.
- Designed **therapy-focused EMR/EHR** for **Accelerated Care Plus**, simplifying workflows and improving clinician usability.
- Delivered **startup & SMB projects** from concept to launch, enabling faster MVP rollouts.

Aug 2012 – Dec 2013 Karachi, PK



Viper Technologies  
Graphic & Web Designer

- Designed **marketing materials, websites, and product brochures**, improving **brand consistency** across digital and print platforms.
- Developed **responsive web interfaces**, enhancing **user engagement and online presence**.
- Collaborated with cross-functional teams to deliver **visually appealing layouts** aligned with marketing goals.

Sep 2011 – Jul 2012 Karachi, PK



Standard Chartered Bank  
Graphic Design Intern

- Assisted in designing **marketing collateral, presentations, and event materials** while maintaining **brand guidelines**.
- Created **social media creatives and brochures**, improving internal and external communication quality.
- Gained experience in **corporate design workflows** and cross-team collaboration.

## Education

University of Karachi (UoK)

Bachelor in Commerce &  
Business Management

Apr 2011 – May 2015

Govt. Degree College Malir Cantt.

Intermediate in Pre-  
Engineering

Mar 2009 – Apr 2011

White Rose Grammer School

Matric in Computer  
Science

Mar 2008

## Courses

Arena Multimedia

Graphic, Logo & Web  
Design

Feb 2015

Udemy

User Experience Design  
Fundamentals

Nov 2022

Coursera

Google UX Design  
Professional Certificate

In-Progress

## Tools



Figma

Product Designing | UX



Adobe XD

UI Design



Sketch

UX/UI Design



Miro

Brainstorming



Spline

3D Design



InVision

Prototyping



MarvelApp

Prototyping



Balsamiq

Wireframing



VS Code

Coding



Photoshop

Graphics & Editing



Illustrator

Vector Graphics



After Effects

Animation



Jira

Project managment



Confluence

Documentation



Notion

Notes & Docx

Awards



Best Leader Award (2022)

All Star Technology  
Recognized for exceptional leadership and team management in All Star Technology



Most Creative Person Award (2007)

White Rose Grammar School  
Awarded for outstanding creativity and innovative ideas in school-level design and art competitions.



2nd Place – Singing Competition (2008)

White Rose Grammar School  
Achieved 2nd place in an inter-school singing competition, showcasing confidence and presentation skills.

Personal Interests

- Photography
- Cricket
- Table Tennis
- Fitness
- Swimming
- Mentoring
- Travelling
- Emerging Tools
- Reading UX
- Exploration

Skills

Design

- User Experience
- User Research
- User Interfaces
- Design System
- Web Designs
- Mobile App Designs
- Wireframing
- Prototyping
- Usability Testing
- A/B Testing
- Interaction Design
- Data-Driven Design

Development

- Webflow
- Framer
- BootStrap
- HTML5
- Shadcn
- CSS3
- Wix
- Tailwind
- Wordpress
- Responsive Designs
- PhP

Strengths

- Leadership & Team Management
- Communication
- Cross Team Collaboration
- Problem-Solving
- Critical Thinking
- Creative & Strategic Thinking
- Empathy & User Advocacy
- Time & Project Management
- Stakeholder Management
- Continuous Learning & Growth Mindset

AI Tools

- ChatGPT
- MidJourney
- Figma AI
- Uizard & Galileo AI
- Magician for Figma
- Elevenlabs
- Bolt
- Loveable
- Replit
- Google Stitch
- Google AI Studio
- Wireframer
- Strive Learning AI