Muhammad Saad Iqbal

Senior User Experience Designer

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Career Summary

UX Designer with 6+ years of experience across healthcare, e-commerce, AI, blockchain, IoT, SaaS, and security applications. Specialized in designing for web, mobile, tablet, and responsive platforms. Skilled in user research, wireframing, and cross-functional collaboration to deliver user-centric, scalable solutions.

Skills

UX Research | Information Architecture | Wireframing | Prototyping | Figma | A/B Testing
Design Systems | Responsive | Accessibility (WCAG) | Heuristic Evaluation | UX Audit

Work Experience

Decojent — Karachi, Pakistan   3 yrs 2 mos

Senior User Experience Designer — Level 2   Jan 2024 — Present

Promoted within 6 months based on performance and impact.

Senior User Experience Designer — Level 1   Jun 2023 – Dec 2023

User Experience Designer — Mid Level   Mar 2022 – May 2023

During this tenure

- Designed and led major product revamps that improved task completion rates by 30%.
- Built scalable design systems used across multiple applications for different platforms.
- Introduced usability testing workflows that reduced feature rollbacks by 50%.
- Collaborated closely with developers and PMs on sprints, improving delivery time.
- Initiated the company's first design audit to streamline client onboarding and reduce design iterations.
- Led a UX team that achieved top-tier performance rankings among all internal teams.

Little Book Company — Karachi, Pakistan

Product Owner & Founding Member   December 2020 - March 2022

During this tenure

- Designed a full eCommerce and eBook reading experience, boosting sales 10x after replacing a manual WhatsApp order system.
- Built a custom bilingual reader (English + Urdu) with RTL support and mobile-first design.
- Simplified book discovery, purchase, and reading with clean UI and intuitive flows.

National University (NUCES) FAST	Ahmedgrafics & Computer Services	The Nest I/O Startup Incubated — Tutorbay
Product Designer	User Experience Designer	Founder | Product Owner
October 2021 - March 2022	July, 2019 - November 2020	August 2018 - June 2019

Education

Master of Science in Computer Networks Security

National University of Computer and Emerging Sciences — NUCES FAST   October 2019 - January 2022

Bachelor of Science in Computer Science

Usman Institute of Technology — Affiliated by Hamdard University   September 2014 - February 2019

Certifications

UI UX Design Specialization

California Institute of the Arts — CalArts (Coursera)   August 2020

Android Mobile Application Development — JAVA

Ap-Tech Education   September 2017

Achievement & Publication

International Publication | Smart Tuition Finder: An Educational App and SDGs

IEEE TALES 2019, Research Publication   October 2019, Jogjakarta, Indonesia.

Publication URL

International Publication | Anti-Corruption System for Public Sectors Using Blockchain Based Secure Architecture

Under Peer to Peer Review

Remarkable Performer of the Year

Decojent   January, 2023 - December 2023

Languages

English
8.0 Fluent   ★★★★☆

Urdu
9.5 Native   ★★★★⯪