Muhammad Saad Iqbal

Senior Product Designer

Karachi, Pakistan | Open to Relocation

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Career Summary

Senior Product Designer with 7+ years of experience designing scalable SaaS platforms, enterprise systems, and data-driven products. Proven track record of leading end-to-end product design, structuring complex workflows, and delivering production-ready solutions across scalable dashboards, AI systems, and marketplace platforms. Experienced in collaborating with cross-functional teams in Agile environments to ship measurable, high-impact digital products.

Core Skills

Product Design | UX Research | Interaction Design | Design Systems | SaaS Platforms | Data Visualization

Data Analytics | Information Architecture | Enterprise Systems | User Flows | Wireframing | Prototyping |

Stakeholder Management | Product Roadmap | Agile Methodology | Product Strategy | Usability Testing |

Accessibility | User Insights | Product Lifecycle | A/B Testing | Metrics-Driven Design | Figma

Work Experience

Digital Consultant | Systems Limited

Karachi, Pakistan | May 2025 - Present

- Led product design for enterprise SaaS platforms, structuring complex business workflows into scalable, production-ready interfaces.
- Improved reporting clarity by 20% through redesigned KPI dashboards.
- Designed data-driven dashboards and KPI systems enabling real-time operational visibility.
- Conducted UX research and usability validation to improve workflow clarity and reduce user friction.
- Collaborated with cross-functional teams in Agile environments to align design decisions with product roadmap and business priorities.
- Recognized with Rising Star Award within 7 months for ownership and delivery excellence.

Senior UX Designer II | Decojent

Mar 2022 - May 2025

- Progressed from UX Designer to Senior UX Designer II within 3 years based on performance & leadership impact.
- Led end-to-end product design across SaaS and mobile platforms.
- Built scalable design systems improving cross-product consistency.
- Structured information architecture for complex enterprise workflows.
- Mentored junior designers and led client-facing strategy discussions.
- Awarded Remarkable Performance (2023 - 2024).

Product Designer | National University of Computer & Emerging Sciences (FAST)

Oct 2021 - Mar 2022

- Led UX design for research-backed digital product prototypes focused on scalable system architecture.
- Structured user flows, information architecture, and validation testing for early-stage product concepts.
- Collaborated with cross-functional teams to translate research insights into functional interface designs.

Product Owner & Founding Member | Little Book Company

Dec 2020 - Mar 2022

- Founded and led the design of a zero-to-one eBook marketplace platform.
- Designed multi-sided user flows for authors and readers, including onboarding and purchase journeys.
- Built admin dashboards enabling content management and performance tracking.
- Replaced manual ordering workflows with a scalable eCommerce system, increasing sales 10x.

UX Designer & Product Developer | Ahmedgrafics & Computer Services

Jul 2019 - Oct 2021

- Led digital transformation initiatives for publishing and small business clients.
- Designed UX flows, wireframes, and high-fidelity prototypes across web and mobile platforms.
- Developed Android applications and managed deployment lifecycle.
- Delivered SaaS and eCommerce solutions aligned with business requirements.

Founder & Product Designer – TutorBay (Incubated at The Nest I/O)

Aug 2018 - Jun 2019

- Founded and led the development of an EdTech marketplace connecting students with nearby tutors.
- Selected for incubation at The Nest I/O, refining MVP through structured user research and mentor feedback.
- Designed end-to-end platform architecture including onboarding, matching workflows, and session management.
- Conducted validation surveys to define product-market fit and positioning strategy.
- Secured early-stage funding support through investor pitching and accelerator-backed programs.

Education

Master of Science in Computer Network Security

National University of Computer and Emerging Sciences (FAST-NUCES)

Jan 2022

Bachelor of Science in Computer Science

Usman Institute of Technology — Affiliated by Hamdard University

Feb 2019

Certification

UI UX Design Specialization

California Institute of the Arts — CalArts (Coursera)

Android Mobile Application Development — JAVA

Ap-Tech Education

Publication

Smart Tuition Finder – IEEE TALES 2019

Ethical Blockchain Framework (Under Peer Review)