

Shaheer Ahmed

Product Designer (UI/UX) | Creative Developer

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A Product Designer with over 7 years of experience turning complex problems into simple, human experiences. I combine a background in computer science with a passion for design and problem-solving to craft products that balance logic and emotion. My goal is to design and develop systems that not only look good but also work beautifully, solving real problems for real people and making lives slightly better.

Skills

Product Design: UI/UX Design, Interaction Design, Design Systems, Accessibility (WCAG), Motion Design, Lottie Animations

Prototyping & Testing: Figma, Sketch, Adobe Creative Suite, Webflow, A/B Testing, Usability Studies, Rapid Prototyping

Frontend Development: HTML, CSS, JavaScript, React, Styled Components, Responsive Design, React Storybook

AI & Emerging Tech: ChatGPT, Gemini, Lovable, Stable Diffusion, MidJourney, Runway, Prompt Engineering, Motion Graphics, Video Production Pipelines, 3D Design (Cinema 4D, Blender), Spline, Rive, ffmpeg, Veo 3, Lovable

Research & Analytics: User Research, Competitor Analysis, Market Research, Mixpanel, Google Analytics

Documentation & Design Governance: Storybook, Notion, Confluence, Design Specs, Component Documentation

Professional Experience

Roll.ai | Senior Product Designer | December 2023 – Present

Roll.ai is an AI video production platform that automates recording, editing, and collaboration.

- Designed and developed AI automated workflows for recording, editing, and exporting shippable videos, **enhancing workflow efficiency by 90%**.
- **Reduced key drop-off points in the user journey by 15%** through data-driven design and A/B testing. **Increased user retention by 20%** by streamlining the user experience and implementing targeted usability improvements.
- Engineered prompts for Stable Diffusion, OpenAI, and Gemini, optimizing inputs to generate high-quality visuals and decisions aligned with product requirements.
- Worked with various hardware configurations and codecs for video and audio production pipelines for optimal efficiency and maximum quality, ensuring technical consistency across diverse platforms.

Pumpjack Dataworks | Senior Product Designer and UI/UX Engineer | January 2020 – October 2023

Pumpjack Dataworks, with its flagship product FanBank and FanXP, helps sports organizations like the Dallas Mavericks, Inter Miami, World Table Tennis, and more to organize, value, and trade fan data.

- Leveraging user-centered design and systems thinking to design and develop "Fanbank". A user-centric platform for sports organizations to collect diverse fan data, assign it a monetary value, and facilitate secure data trading with other businesses, resulting in a **9x increase in clientele**.
- Empowered sports organizations like the Dallas Mavericks, Inter Miami, and World Table Tennis, with a custom-made mobile application, **increasing fan engagement by 3x** and unlocking new revenue streams through innovative data solutions.
- Built a comprehensive **Design System** using Atomic Design principles and systems thinking, improving team efficiency and **design-to-development speed by 30%**.
- Established and maintained a robust UI library using React, Stitches, Styled Components, Redux, React Spring, and Framer Motion, ensuring consistent component evolution with new features.

Socialpie | UX/UI Engineer | August 2019 – January 2020

- Designed, developed, and iteratively refined UI elements for an enterprise-level SaaS social media analytics web application that uses NLP for sentiment analysis of Roman Urdu/Hindi, prioritizing usability and user experience.
- Translated complex requirements into intuitive user interfaces, facilitating smoother collaboration across teams.
- Developed UI components and modules for the Socialpie app using AngularJS JavaScript.

Ahmedgraf | UX/UI Designer | March 2018 – July 2019

- Delivered UI design solutions tailored to client needs, enhancing user experiences. Developed wireframes and prototypes to communicate design ideas effectively. Ensured smooth implementation of UI designs in collaboration with development teams.

Education

FAST-National University of Computer and Emerging Sciences | **Bachelor of Science (Computer Science)** | August 2014 – August 2018