

Muhammad Umer

Lead Product Designer

Design Leadership, Design Systems, Fintech, Government & AI Products

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Product design lead with 7 years across fintech, government, SaaS, and AI products. Managed teams of 2 to 3 designers at Hauraki and Axion Dynamic, set design direction and aligned delivery with engineering, and built design systems from zero at four companies. Grew from first design hire to Senior Product Designer at Salams through its acquisition by Match Group, then delivered 5 live projects at MBLM for UAE government, regulated-sector, and AI clients.

Experience

MBLM | *Design Specialist*

Mar 2026 - Present | Dubai, UAE

- Delivered 5 live projects, including the VARA (Virtual Assets Regulatory Authority) website portal: homepage, internal pages, and a five-step licensing guide on a 12-column grid
- Shipped the UAE Financial Intelligence Unit website (20+ page types) and the Dubai World Trade Centre free zone website, including a multi-step business setup flow
- Created the Allumni marketing website, recognized with W3 Awards Silver in two categories, and the Allumni AI product UI (admin dashboard, AI chat, dealer views)

Unita Worldwide | *Product Designer (Contract)*

Oct 2025 - Mar 2026 | Dubai, UAE

- Sole designer on a pre-launch B2B marketplace for the UAE and GCC, owning direction, scope, and delivery with the founders across 10+ modules
- Tested pricing and offerings through A/B tests to decide what to launch with; designed discovery, company profiles, and map-based exploration
- Established the design system from scratch, with full token coverage and component libraries

Axion Dynamic | *Product Team Lead*

Oct 2024 - Sep 2025 | Lahore, Pakistan

- Led a team of 2 to 3 designers on Jobbit, an ERP platform for supply chain operations, from discovery through delivery
- Used stakeholder interviews and rapid prototyping to set priorities; defined modules and workflows for supply chain use cases
- Owned the Figma design system that supported engineering handoff

Hauraki | Zewst Ecosystem | *Design Manager*

Sep 2023 - Oct 2024 | Remote

- Managed a team of 2 to 3 designers, setting direction, reviewing work, and aligning delivery with engineering across a four-product ecosystem
- Delivered Zewst Phone (AI-assisted order handling, live call transcription) and owned Zewards, a loyalty platform with Apple and Google Wallet and AI receipt scanning
- Scaled one pattern library across all four products. Earlier, as Senior Product Designer (Sep 2023 - Feb 2024), designed Zewst POS, used by 500+ merchants

Salams | Acquired by Match Group | *Senior Product Designer*

May 2018 - Sep 2023 | Remote

- Led the full end-to-end redesign of a consumer app serving millions of users, from user flows and wireframes to high-fidelity prototypes
- Built the first Figma design system from scratch as the product scaled past 1 million users, with component libraries, grid systems, and documentation
- Drove usability testing, journey mapping, and A/B tests on pricing and features, and redesigned activation flows to improve early retention
- Promoted twice in 5 years, from Junior UX Designer (first dedicated design hire) to UX Designer to Senior Product Designer, and stayed 5 months after the Match Group acquisition to support the transition

Mailmunch | *UI/UX Designer (Contract)*

Oct 2020 - Jun 2022 | Lahore, Pakistan

- Crafted web and in-product experiences for a SaaS email marketing platform, supporting acquisition, onboarding, and feature adoption

Truebill / Rocket Money | *UX Designer (Contract)*

Sep 2018 - Nov 2019 | Remote

- Ran 30+ usability studies on account linking and transactions, improving financial data accuracy by 22% and cutting account-linking drop-offs by 18%

Skills

Design Leadership: Team Leadership, Design Reviews, Stakeholder Alignment, Cross-Functional Collaboration, Product Strategy

Domains: Fintech, Government & Regulated Sector, SaaS, AI Products, Marketplaces, Consumer Apps

UX & UI: Interaction Design, Visual Design, Information Architecture, User Flows, Wireframing, Prototyping, Responsive Design, Journey Mapping

Design Systems: Architecture, Figma Component Libraries, Design Tokens, Typography & Grid Systems, WCAG Accessibility

Research: User Research, Usability Testing, A/B Testing, Stakeholder Interviews, Design Thinking, Product Discovery

Tools: Figma, Adobe Creative Suite, HTML, CSS, React, Next.js, Tailwind CSS, Claude API, n8n, Jira, Linear, Notion, Miro

Education

Bachelor's in Visual Communication Design | University of Management and Technology, Lahore, Pak

Mar 2021 - Feb 2025

Completed while working full-time in product design.

Certifications: Foundations of Project Management (Google), Artificial Intelligence in Web Design (Udemy)