

M. Ali Hassan Mushtaq

Sr. UI/UX - Product Designer

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[LinkedIn Profile](#)

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London, UK

English - Professional Proficiency

Summary

Product (UI/UX) Designer with 6+ years of experience in Information Architecture (IA), Figma, SaaS, B2B, and B2C web/mobile app design across Banking, Ecommerce, Telecom, and Fintech industries. Advanced expert in Figma for building scalable, tokenized design systems, advanced auto-layout architectures, and high-fidelity interactive prototypes. Specializes in Information Architecture (IA), restructuring complex data-heavy applications through intuitive navigation trees, clear content taxonomies, card sorting, and optimized sitemaps to reduce user friction and elevate conversion.

Skills

Interactive Design
UX Design
User Research
User-Centered Design Approach
User Flows
Wireframing & Prototyping
UI Design
Design Systems
Atomic Component-Based Design
Web & Mobile Responsive Design
HTML/CSS
Usability & Accessibility Testing
Figma
Adobe Illustrator
Adobe Photoshop
Miro
Notion

Education

Allama Iqbal Open University
Bachelor of Science in Computer Science
Sep, 2016

Certifications

- UI/UX Design
- UX Strategy
- UX Writing
- Build Habit-Forming Products
- SEO Web Content Training

Portfolio

sheikhali.co

<https://www.behance.net/SHali>

Experiences

Sr. Product (UI/UX) Designer @ BestBuy + Open AI

July 2026 – Present – US – Remote

- Re-architected complex product **Information Architecture (IA)** for digital retail and AI-assisted tools, utilizing card sorting and tree testing to streamline navigation trees and shorten search paths.
- Leverage **Figma** to build end-to-end user flows, low-to-high fidelity wireframes, and production-ready interactive prototypes featuring dynamic variables and conditional logic.
- Engineered and scaled multi-brand Design System libraries in **Figma** using atomic component structures, variants, auto-layout, and design tokens to maintain strict design consistency across teams.
- Partnered with cross-functional product managers and engineers to align IA specs with technical capabilities, speeding up handoff and reducing development rework.
- Develop and maintain reusable design patterns and components within the design system to improve consistency and accelerate product development.
- Use customer insights, analytics, and usability findings to iterate on experiences and improve engagement, conversion, and overall usability.
- Present design concepts and recommendations to cross-functional teams and senior stakeholders, incorporating feedback throughout the product lifecycle.

Senior UI/UX Designer @ CWG Markets London

June 2023 – Present – London UK - Hybrid

- Experienced UI/UX designer dedicated to crafting intuitive and visually compelling digital experiences. Eager to apply my design expertise and creative problem-solving skills to develop innovative solutions that enhance user engagement and support business growth.
- Overhauled the platform's Information Architecture by restructuring multi-tier trading menus and establishing clear data hierarchy for complex financial metrics.
- Designed and maintained scalable UI libraries in **Figma**, leveraging auto-layout and component variants to ensure seamless responsiveness across web and mobile viewports.
- Created interactive micro-interactions and clickable prototypes in **Figma** to test and validate high-frequency trade workflows prior to engineering handover.
- Leveraged Business Manager platforms to develop data-driven marketing strategies, fostering client growth.
- Empowered businesses to expand their digital footprint and social media presence, contributing to increased brand awareness and engagement.

Product Designer@ Comparables.ai

July 2020– August 2022 – Finland – Remote

- Designed end-to-end SaaS financial analytics dashboards in Figma, establishing structural IA sitemaps that transformed complex dataset navigation into seamless user workflows.
- Created interactive Figma prototypes for rapid usability testing and stakeholder reviews, contributing to a significant reduction in development time.
- Organized asset libraries and component hierarchies in Figma to facilitate smooth collaboration across geographically distributed design and development teams.
- Created interactive prototypes to facilitate stakeholder feedback, leading to a significant reduction in development time.
- Successfully delivered user-centered design solutions on projects with geographically distributed design teams.
- Design explorations for user interfaces and visual design elements, ensuring alignment with client brand guidelines.

Senior UI/UX Designer @ AKSA SDS

July 2018– August 2023 – Islamabad Pakistan – On Side

- Simplified complex multi-step banking and telecom applications through rigorous Information Architecture redesigns, reducing user drop-off during onboarding and checkout flows.
- Built comprehensive UI component kits and wireframes in Figma, ensuring accessibility standards and responsive layouts across all device resolutions.
- Conducted usability testing sessions on Figma prototypes to identify workflow bottlenecks and optimize user navigational paths.
- Designed and optimized user interfaces for banking and telecom applications, ensuring seamless, user-centric experiences that align with industry standards and regulatory requirements.
- Collaborated with cross-functional teams to develop intuitive, responsive designs, focusing on simplifying complex financial and telecom services. Led user research, competitive analysis, and usability testing to enhance customer satisfaction and drive engagement.
- Delivered designs that balanced aesthetics, functionality, and security, improving both user experience and business performance.

UI/UX Designer @ AKSA SDS

July 2016– June 2018 – Islamabad Pakistan – On Side

- Developed visual design layouts and wireframes, structuring early-stage user flows and content hierarchies.
- Designed digital marketing collateral, web components, and brand assets across web and print formats.
- Developed compelling product packaging designs and video content increase brand experience and product marketing.
- Managed social media marketing campaigns using Business Manager, resulting in an increase in brand engagement.
- Worked on print media for conferences (Booklet, Brochures, Flyers, Standee, Business Cards etc)

Graphic Designer Intern@ Nausal Technologies

Feb 2015– June 2016 – Islamabad Pakistan – On Side

- Designing various website templates including Single page & Multi-pages, sales pages, and infographics to give users concise and complete info regarding products.
- Designed website templates, sales pages, and infographics, organizing content layouts for concise information delivery.
- Regarding print media, I created all types of printed assets to improve Brand Identity and give it a professional feel.
- Worked on print media for conferences (Booklet, Brochures, Flyers, Standee, Business Cards, etc)