

M. Ali Hassan Mushtaq

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 designing web and mobile products across fintech, banking, SaaS, ecommerce and telecom. Experienced in translating complex workflows and data-heavy interfaces into clear, intuitive user experiences, from information architecture and wireframing to prototyping, usability testing and developer handoff.

Advanced Figma skills, including reusable component libraries, design systems, auto layout, variants and interactive prototypes. Experienced in collaborating with product managers, engineers and cross-functional stakeholders to deliver consistent, responsive interfaces. Focused on evidence-informed design decisions, usability, accessibility and scalable product experiences.

Skills

Product & UX Design: End-to-end product design, user flows, information architecture, wireframing, interaction design, prototyping, usability testing.

UI & Design Systems: Figma, auto layout, components, variants, design tokens, responsive design, interactive prototyping, developer handoff.

Research & Collaboration: User research, usability evaluation, competitive analysis, stakeholder communication, cross-functional collaboration.

Accessibility & Development: WCAG accessibility principles, inclusive design, HTML, CSS and JavaScript fundamentals.

Education

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

Certifications

- UI/UX Design

Portfolio

sheikhali.co

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

Experiences

Product (UI/UX) Designer @ mercor

July 2026 – Present – US – Remote

- Design information architecture and navigation for complex digital retail and AI-assisted product experiences.
- Translate product requirements into user flows, wireframes and interactive Figma prototypes.
- Build and maintain reusable design-system components using auto layout, variants and design tokens.
- Collaborate with product managers and engineers to align design decisions with technical constraints and implementation requirements.
- Use customer insights and usability findings to identify and refine areas of friction across product journeys.

UI/UX Designer @ CWG Markets London

June 2023 – June 2026– London UK - Hybrid

- Restructure navigation and information hierarchy across trading interfaces to make financial information and key workflows easier to understand.
- Design responsive interfaces and reusable Figma components for web and mobile experiences.
- Prototype trading workflows and micro-interactions to communicate behaviour and support design validation before development.
- Collaborate with product and engineering stakeholders to translate requirements into implementation-ready designs.
- Contribute to product usability and consistency through iterative design improvements informed by feedback and testing.

Product Designer@ Comparables.ai

July 2020– August 2022 – Finland – Remote

- Designed SaaS financial analytics dashboards, organising complex datasets into clearer information hierarchies and user workflows.
- Created user flows, wireframes and interactive Figma prototypes to communicate proposed experiences and gather stakeholder feedback.
- Structured component and asset libraries to support consistent design and collaboration across distributed teams.
- Worked with design and development stakeholders to refine interface layouts and translate requirements into usable digital experiences.

Senior UI/UX Designer @ AKSA SDS

July 2018– August 2023 – Islamabad Pakistan – On Side

- Designed banking and telecom user journeys, including multi-step onboarding and transaction-related workflows.
- Created wireframes, responsive UI layouts and reusable components for digital products across device sizes.
- Conducted usability testing on prototypes to identify navigation problems and refine interaction flows.
- Collaborated with cross-functional stakeholders to balance user needs, technical constraints and sector-specific requirements.

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

- Contributed to user research, competitive analysis and iterative design improvements across product experiences.

UI/UX Designer @ AKSA SDS

July 2016– June 2018 – Islamabad Pakistan – On Side

- Created wireframes, interface layouts and user flows for websites and digital experiences.
- Produced web graphics, brand assets and marketing collateral in line with client requirements.
- Supported visual design across digital and print projects.