

Saad Siddiqui

UI/UX Designer

A passionate UX Designer with almost **3 years of experience** working with large diverse teams designing an enterprise government-to-business (G2B) product.

EXPERIENCE

Pakistan Single Window (PSW) — UX Engineer

September 2020 — Present

- **Implemented strategies** to distill complex domain information into **product's architecture and user flows**.
- Improved the overall development process by **40%** by creating a design system to increase reusability and consistency.
- Collaborated with **large diverse teams** to deliver valuable features meeting business and customer needs ensuring quality standards.
- Assisted front-end development team by creating and streamlining front-end development processes and managing a **massive library of 100+ components and styles**.
- Responsible for providing design guidelines to **3 different external software development teams** for out-sourced projects.

Afiniti Pvt. Ltd. — Design Intern

Jun 2019 — Jul 2019

- Developed design deliverables that elevated, differentiated, and functioned on-brand and on-strategy.
- Leveraged **industry knowledge** and emerging trends to build innovative messaging and bring many design concepts to fruition.
- Assisted the marketing team with the **rebranding using competitive analysis and conceptual designs**.
- Ideated and designed **3+ variations of print designs** for Afiniti's GSD Townhall 2019.

VOLUNTEER

Google Developers Club — Design Head

Aug 2019 — Jul 2020

- Planned and executed designing activities while **leading a team of 5 members** to deliver designs according to the specifications provided by Google.
- Conducted **design thinking workshops** with students.

Developers' Day — Team Lead - Design

Jan 2019 — May 2019

- **Led the design team** to create consistent designs for Developers' Day social campaigns and event prints.

[Portfolio](#)

[Dribbble](#)

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SKILLS

High-level Design Skills:

- User Interface Design
- Responsive Experience Design
- Visual Design and Strategy

Techniques:

- Quantitative & Qualitative Research Methods
- Collaborative Planning & Design
- Usability Testing
- Prototyping

Tools & Frameworks:

- HTML, CSS, SASS
- Javascript, React JS
- Bootstrap, Material UI, KendoUI, Tailwind CSS
- Design Tools such as Figma, Photoshop, Illustrator, Premier Pro, After Effects

EDUCATION

FAST - National University of Computer and Emerging Sciences (NUCES) — Bachelor in Computer Science (BSCS)

Aug 2016 — Jul 2020

CERTIFICATIONS

Enterprise Design Thinking Practitioner

IBM - Dec 2022

Google UX Design

Google - Nov 2022