

# Ahmad Nawaz Ali

Google Certified UX/UI Designer | Product Designer

[ahmadnawazali007@gmail.com](mailto:ahmadnawazali007@gmail.com)

+92 3025363545

[Portfolio](#) - [LinkedIn](#)

Product designer with 6+ years of experience crafting user-centered digital products across healthcare (EHR), SaaS, and enterprise platforms. Specialized in transforming complex workflows into intuitive experiences through human-centered design, accessibility standards, and scalable design systems. Proficient in modern design and AI tools, delivering fast, research-driven, and impactful solutions that drive business growth.

## Education

---

### BS Computer Science | CGPA: 3.62 / 4.0

The Superior University Lahore

## Experience

---

### Principal UI/UX Designer

July 2023 – Present

CureMD

Pakistan

- Led UX/UI design for the flagship EHR SaaS product, collaborating with clinicians, product managers, and developers.
- Translated complex clinical workflows into intuitive, patient-centered experiences - improving task success rates by 40%.
- Revamped the internal design system, reducing design-to-dev handoff time by 30% and boosting team efficiency.
- Conducted usability testing and heuristic evaluations, identifying and resolving key friction points in critical user journeys.
- Worked in Agile sprints, ensuring continuous UX improvements and alignment with business goals.

### UI/UX Designer

June 2022 – June 2023

Intagleo Systems

Pakistan

- Designed UX/UI for SaaS, digital signage, enterprise software, embedded systems, BPO, and employee management platforms.  
Delivered wireframes, prototypes, and hi-fi UI using Figma, ensuring consistent design language across products.
- Conducted UX research, usability testing, and heuristic audits, increasing overall user satisfaction and onboarding retention by 25%.  
Collaborated with cross-functional teams in Agile environments, aligning user needs with product goals.

### Creative Designer | UI/UX Designer

April 2021 – June 2022

Epullon

Pakistan

- Designed marketing platforms, landing pages, and web app interfaces, improving conversion rates and user engagement.
- Developed digital marketing assets and supported product design with responsive, mobile-first interfaces.
- Streamlined collaboration between design, marketing, and development, accelerating delivery timelines by 20%.

Creative Designer | UI/UX Designer

Freelancer

Dec 2019 – March 2021

Pakistan

- Delivered UX/UI solutions for diverse clients in healthcare, SaaS, and e-commerce.
- Designed landing pages, websites, and mobile apps using Figma and Adobe XD.
- Conducted competitive analysis and usability testing, resulting in improved user flows and higher retention for clients.

Google UX Design Professional Certificate

- Foundations of User Experience (UX) Design
- Start the UX Design Process: Empathize, Define, and Ideate
- Build Wireframes and Low-Fidelity Prototypes
- Conduct UX Research and Test Early Concepts
- Create High-Fidelity Designs and Prototypes in Figma
- Responsive Web Design in Adobe XD
- Design a User Experience for Social Good

Interaction Design Foundation Courses

- UX Management: Strategy and Tactics
- Design for the 21st Century with Don Norman
- HCI: The Foundations of UX Design
- User Experience: The Beginner’s Guide
- Journey Mapping
- Design Thinking: The Ultimate Guide

Skills

|                       |                                |                                  |
|-----------------------|--------------------------------|----------------------------------|
| User Research         | Human-Centered Design          | Usability Testing/Audit          |
| Design Thinking       | UX Strategy & Product Thinking | HealthTech UX (EHR)              |
| Storyboarding         | Wireframing & Prototyping      | Survey Design & Analysis         |
| Accessibility (WCAG)  | Design Systems & UI Patterns   | Hi-Fi User Interface (UI) Design |
| Cross-Platform Design | Information Architecture (IA)  |                                  |
| Competitive Analysis  | Heuristic Evaluation           |                                  |

Design & AI Tools

|          |             |            |
|----------|-------------|------------|
| Figma    | In Vision   | ChatGPT    |
| XD       | Photoshop   | Figma Make |
| Miro     | Illustrator | Claude     |
| Balsamiq | Notion      | Perplexity |