

HASAN SALEEM

Senior UI/UX & Product Designer | Front-End Developer | AI-Assisted Product Builder

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PROFESSIONAL SUMMARY

Senior UI/UX & Product Designer with 7+ years of experience designing and building digital products across web, mobile, and enterprise platforms — including large-scale government and enterprise engagements for Dubai Civil Aviation and Awqaf.ae. Combines deep UX research, usability testing, and product design expertise with hands-on front-end implementation, taking work from concept through to production-ready delivery rather than handing off static files.

Uses AI-assisted, design-to-code workflows to accelerate product execution — turning designs and product concepts into functional interfaces, rapid prototypes, and working software faster, without sacrificing design quality. Comfortable owning the full lifecycle: research, UX, UI design, prototyping, design systems, front-end build, and deployment.

Experienced designing for remote, international, and cross-cultural teams and users across Canada, the US, and the Gulf region, and has led and scaled a design team from 1 to 35 designers on flagship government platforms.

Delivers the complete cycle end-to-end: UI/UX design to front-end development to deployment to marketing and social media creative design — covering the full product and brand experience under one roof.

CORE EXPERTISE

Product & UX Design: UI/UX Design • Product Design • Web Design • SaaS Product Design • User-Centered Design • Design Thinking • UX Research • Usability Testing • Requirement Gathering • User Flows • Wireframing • Interactive Prototyping • Information Architecture • Design Systems • Dashboard & Enterprise UX • Mobile App Design • Landing Page Design • Responsive Design • User Journey Maps

Front-End & AI-Assisted Development: Front-End Implementation • WordPress Development • AI-Assisted Product Development • AI-Native Product Design • Generative AI for Design & Development • Design-to-Code Workflows • Rapid Prototyping • AI-Assisted Coding Workflows (Claude, Cursor, Codex) • AI-Assisted Figma Plugin Development

Visual & Interaction Design: Interaction Design • Visual Hierarchy • Iconography • Branding • Web Graphics • Style Guides • Marketing & Social Media Post Design

Tools: Figma • Sketch • Adobe XD • Adobe Photoshop • Adobe Illustrator • Adobe Creative Suite

Research & Collaboration: Root Cause Analysis • User Interviews • Stakeholder Requirement Workshops • Cross-Functional Collaboration • Design Handoff • Team Leadership • ClickUp • Slack

PROFESSIONAL EXPERIENCE

Design Engineer | UI/UX & Product Designer | AI-Assisted Frontend Developer Contract • Present

FullStop — Remote (London), Part-Time

Lead Experience Designer Sept 2023 – Feb 2026

Halalmeals — Remote (Canada), Full-Time

- Own end-to-end UI/UX design for a weekly halal food pre-order platform, conducting UX research and usability testing across a broad, multi-cultural user base to validate a distinct advance-order model.
- Led requirement gathering with stakeholders and applied root cause analysis to user drop-off points, designing an ordering flow that stays effortless for users at any level of tech comfort.
- Built and maintain a reusable Figma component library that keeps the product visually consistent across web and mobile and speeds up new feature design.
- Use AI-assisted, design-to-code workflows to rapidly prototype and validate interface changes, translating design decisions into functional front-end experiences ahead of full development.
- Contributed to platform growth into one of the most popular halal food ordering services in Canada, now live across 3 cities with a fast-growing, weekly-ordering customer base.

UI/UX Designer & AI-Assisted Front-End Developer Independent / Contract • Present • Project-Based

Portlandwebdesign — Remote (Portland, OR, USA), Contractor

UI/UX Designer & Front-End Developer Independent / Contract • Present • Project-Based

IslooTech — Remote (Islamabad, Pakistan), Part-Time

Senior Product Designer 2021 – July 2023

Towgrace — Startup, Remote (California, USA), Full-Time

- Led design for Towgrace's core web application, a product-led platform enabling users to access and manage services directly through the app, from onboarding through everyday core features.

- Ran requirement gathering sessions and usability testing across complex product workflows, owning the full design lifecycle from early concept sketches to developer-ready Figma files.
- Applied UX research and root cause analysis to recurring user pain points, defining visual foundations and component patterns that improved product consistency and accelerated future design work.
- Collaborated closely with engineering to translate designs into implementation-ready specifications, bridging design and development on a fully remote, distributed team.

UI/UX Designer to Design Lead

2019 – 2021

Texpo LLC — Onsite, Karachi, Pakistan, Full-Time

- Led design for flagship government and enterprise client projects, including Dubai Civil Aviation, Awqaf.ae, and Dubai Customs, delivering production-ready experiences for thousands of daily users.
- Built and led the design team from 1 to 35 designers, working directly with the CEO across websites, mobile apps, and enterprise software.
- Traveled to Dubai government offices for on-site stakeholder workshops, requirement gathering, and requirement alignment sessions with client teams.
- Used usability testing and root cause analysis to identify friction in existing government service flows, informing redesign priorities for high-traffic public platforms.
- Progressed from UI/UX Designer to Design Lead over two years, reflecting growing ownership of design strategy, client relationships, and team leadership.

GOVERNMENT & ENTERPRISE PROJECTS

Delivered as part of the design team at Texpo LLC (2019 – 2021), engaged by government and enterprise clients.

Dubai Civil Aviation — Government Enterprise Platform

- Led UI/UX and product design for a large-scale government digital platform, delivering production-ready experiences for thousands of daily users.
- Conducted on-site stakeholder workshops in Dubai to gather requirements and align design direction across client and internal teams.
- Designed responsive web interfaces and collaborated with development teams to translate designs into implementation-ready, front-end-ready specifications.

Awqaf.ae — Government / Enterprise Digital Platform

- Delivered end-to-end UI/UX and product design for enterprise and public-facing service experiences on a high-traffic public platform.
- Applied usability testing and root cause analysis to identify friction points and improve existing service flows.
- Designed responsive interfaces for desktop and mobile use, supporting handoff to front-end development.

Dubai Customs — Government Enterprise Platform

- Contributed UI/UX and product design for a large-scale government platform, focused on clear, responsive interfaces for public and enterprise users.
- Took part in stakeholder requirement gathering and usability-focused design reviews as part of Texpo's enterprise government project team.
- Supported design-to-development handoff, aligning UI components and specifications with front-end implementation.

TOOLS & TECHNOLOGIES

Design: Figma • Sketch • Adobe XD • Adobe Photoshop • Adobe Illustrator • Adobe Creative Suite

Front-End: Front-End Implementation • WordPress Development

AI-Assisted Workflows: Claude • Cursor • Codex-based Coding Workflows • AI-Assisted Design-to-Code Tools • AI-Assisted Figma Plugin Development

Project & Team: ClickUp • Slack

EDUCATION & LANGUAGES

BSCS (Hons.), Computer Science — Sir Syed University of Engineering and Technology, Karachi (2012 – 2015)

Languages: English (Professional) • Urdu (Native)