

Muhammad Zain

Product Designer

Location: Lahore, Pakistan

Phone: [+923225645929](tel:+923225645929)

Email: zainarshad422@gmail.com

LinkedIn: [LinkedIn Profile](#)

Portfolio: [Portfolio](#)

SUMMARY

Product Designer with 6+ years of experience designing interfaces for complex B2B platforms, SaaS products, and enterprise systems. I've spent my career working at the intersection of business logic and user experience, turning dense workflows into products people can actually navigate without a training manual. My work has spanned POS systems, ERP platforms, order management, warehouse management, HRMS, analytics dashboards, multi-channel commerce platforms, healthcare apps, immigration systems, and identity verification products.

PROFESSIONAL EXPERIENCE

Senior Product Designer at [PostEx](#) | Lahore

(June 2025 - Present)

- Redesigned the ERP system for logistics operations, streamlining complex workflows and improving operational clarity across internal teams.
- Designed a complete Warehouse Management System (WMS) from scratch, improving process visibility, operational speed, and workflow coordination.
- Enhanced the UX of PostEx's Order Management System (OMS) used by major retail brands, improving usability and order processing efficiency.
- Built a centralized analytics and dashboard module enabling leadership to track KPIs and performance metrics in real time.
- Designed and launched key modules of an end-to-end HRMS platform, centralizing employee management and reducing manual coordination.

Senior UI/UX Designer at [XStak](#) | Lahore

(October 2023 - June 2025)

- Led the redesign of XStak's POS system, improving visual hierarchy, usability, and transaction flow for retail end users.
- Designed the PIM system for multi-channel product management across Shopify, Magento, Daraz, and WooCommerce, streamlining product updates and improving data consistency for clients.
- Rebuilt the Order Management System with a user-focused redesign that resolved critical usability issues and contributed to new customer acquisition.
- Updated Shopify app screens to align with the company's design system, reducing UI inconsistencies and improving the end-user experience.

Senior UI/UX Designer at [Emerald Labs](#) | Lahore

(August 2022 - September 2023)

- Designed dashboards for a TN Visa immigration platform, improving workflow clarity and reducing processing errors for operations staff.
- Created the UI for PrognosUs, a dementia care application, improving user engagement through intuitive layouts and accessible design patterns.
- Built dashboards and user flows for multiple SaaS products including Skool'dTutors (EdTech), Parenthood (health tracking), and RateFreightBrokers (logistics).
- Collaborated with developers using Figma and Jira, ensuring accurate implementation aligned with design systems.

UI/UX Designer at [Programmers Force](#) | Lahore

(November 2019 - October 2021)

- Revamped ShuftiPro's website for a global audience, improving clarity, navigation, and overall user engagement.

- Designed the Moody B2B app interface and dashboard UX, streamlining workflows and reducing task completion time for users.
- Improved the cryptocurrency wallet dashboard, enhancing usability and user retention through a simplified interface.

UI/UX Designer at Mediatech | Lahore

(March 2018 - October 2018)

- Designed user interfaces for multiple digital products, including the HappyHive and Stic'car dashboards, improving navigation and user satisfaction.
- Collaborated with cross-functional teams to deliver responsive designs across web and mobile platforms.

EDUCATION

Bachelor of Science in Information Technology

Virtual University

(2023)

SKILLS

Figma | User Research | Information Architecture | Design Systems | Wireframing | Prototyping | User Flows | Visual Design | Accessibility (WCAG) | Data Visualisation | Responsive Design | Jira | Sketch | Adobe Photoshop | Adobe Illustrator

LANGUAGES

- English (Professional Working)
- Urdu (Native or Bilingual)

CERTIFICATIONS

- [McKinsey.org Forward Program](#) (McKinsey.org)
- [Foundations of User Experience \(UX\) Design](#) (Google by Coursera)
- [User Experience Design Fundamentals](#) (IBM)
- [Enterprise Design Thinking Practitioner](#) (IBM)
- [Digital Skills: User Experience](#) (Accenture)
- [Craft Precise Prompts for AI Models](#) (IBM)