

Muhammad Saud Musaddiq

Senior Product Designer

📞 0092 3099285395 📍 Islamabad, Pakistan [🌐 LinkedIn](#) [🔗 Portfolio](#) [✉️ saud.mussadiq@gmail.com](mailto:saud.mussadiq@gmail.com)

PROFESSIONAL SUMMARY

7+ years designing **24+ SaaS** and **AI-driven** mobile and web applications. Specialized in turning complex systems into intuitive experiences through rigorous **user research**, mapping precise **user journeys** and structured **wireframes**. Build scalable **design systems** and prototypes that elevate consistency and interaction quality. **Lead** cross-functional teams on **0–1** product design, while driving engagement through **metrics-driven decisions** aligned with **business impact**.

RECENT WORK EXPERIENCE

Design Lead, Sparkleo Technologies

Feb 2025 – Present

- **Led** end-to-end design for **data analytics-centric** SaaS platforms within Agile/Scrum teams, owning design decisions for dashboards and standardizing **analytics UX** across tools, boosting **consistency** and **usability**.
- Improved task clarity and user efficiency by prioritizing trade-offs in information structure and interaction behavior, resulting in a **27% increase** in productive actions and a **19% improvement** in task completion
- Established a shared UI foundation through **reusable components** and layout standards, while mentoring designers and **aligning stakeholders** with engineering standards resulting in **30% faster** design handoffs.

Senior Product Designer, Forbmax AI Solutions

Sep 2023 – Jan 2025

- Designed and scaled enterprise web platforms spanning **CRM and ERP workflows** with complex data visualizations, supporting customer management leading to **2000+** active user retention.
- **Redesigned** critical workflows across **10+ core screens**, transforming a fragmented process into a **5-step flow** and reducing task **completion time by 15%**.

Product Designer, Sparkleo Technologies

Jan 2022 – Aug 2023

- Worked on web and mobile products spanning **SaaS, enterprise systems, fintech, healthcare, e-commerce, CRM/ERP tools**, and **AI-powered automation** owning the full design lifecycle from discovery to launch.
- Strengthened task completion outcomes by translating **deep user research** and experimentation insights into **10+ production-ready features**, reducing friction, and supporting consistent end-to-end user journeys.

CHOSEN PROJECTS & CASE STUDIES

Nectra Web (CRM) [🔗Project](#)

Nexus Web (Ecommerce) [🔗Project](#)

Athouse Mobile (Real estate) [🔗Project](#)

Seilmor Web (Crypto) [🔗Project](#)

Triply Web (Travel) [🔗Project](#)

Foodcart Mobile (Food) [🔗Project](#)

Taskin Web (Management) [🔗Case Study](#)

Payzen Web (Fintech) [🔗Case Study](#)

Osler Mobile (Medical) [🔗Case Study](#)

SKILLS & TECHNOLOGIES

UX Strategy: Product Discovery, Competitor Analysis, User Flows, Site Maps, Information Architecture.

UI Design: Wireframing, Responsive Design, Accessibility Standards, Design Thinking, Visual Design, Variables, Design Tokens, Components, Properties, High-Fidelity Designs, Prototyping, Interaction Patterns, Usability Testing.

Design Tools: Figma, Sketch, Fig Jam, Notion, Miro, Adobe XD, Adobe suite, Axure RP.

AI Tools: Chat gpt, AI Agents, Claude, Figma AI Plugins (10 plus), MCP Servers.

Frontend Skills: HTML5, CSS3, Responsive Web Design, Cross-Browser Compatibility.

EDUCATION

National University of Sciences and Technology (NUST)

Bachelor of Software Engineering (Washington Accredited)

Relevant Courses: Web Engineering, Software Design & Architecture, Software Quality Engineering.