

YASIR CHAUHAN

UI/UX & Product Designer

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SUMMARY

Seasoned Product Designer with 13 years of design experience and 5+ years leading digital products, specializing in enterprise software, ERP, and SaaS platforms. I focus on simplifying complex workflows into intuitive, system-aware experiences, combining strong UX foundations with refined visual design across web, desktop, and mobile applications. I hold a Bachelor's (Honors) degree in Design from the College of Art and Design, University of the Punjab, and work closely with product managers, engineers, and cross-functional stakeholders to bring UX frameworks, interaction models, and scalable system patterns to life while ensuring clarity, consistency, accessibility, and business impact across the product ecosystem.

EXPERIENCE

Product Design Lead, BRAIMER™ / MillionTel FZ-LLC — July 2023 to Present

- Designed and led research-driven digital products addressing complex, real-world challenges.
- Developed enterprise SaaS product concepts, including predictive forecasting models.
- Created wireframes, interactive prototypes, and high-fidelity UI mockups for CRM systems.
- Conducted user research and usability testing to inform design decisions.
- Collaborated with developers to implement custom UI components for seamless integration.
- Produced style guides and workflows to ensure consistency across the product ecosystem.
- Enhanced client dashboards with intuitive user journeys, improving usability and productivity.

Product Design Lead, Shark Innovation Labs (Al Sharqi Shipping LLC) — April 2021 to May 2023

- Led end-to-end design for large-scale enterprise software across Booking, Order, Transport, Inventory, Compliance, and Asset Management systems.
- Designed user flows, wireframes, prototypes, and high-fidelity UI for 14+ interconnected modules.
- Translated complex logistics workflows into intuitive, scalable, and user-friendly experiences.
- Built and maintained a design system and component library to ensure consistency and speed development.
- Conducted user research, journey mapping, and usability testing to validate design decisions.
- Collaborated with frontend developers to ensure responsive and accurate implementation.
- Created design documentation, UI specifications, and style guides for engineering teams.
- Designed data-heavy dashboards and analytics interfaces with focus on clarity and usability.
- Ensured accessibility and usability standards for a global user base.

UX Researcher & Product Designer, Zilon International, Inc. — Nov 2020 to April 2021

- Streamlined the POS system for a retail chain with 34+ locations, reducing errors.
- Conducted extensive usability testing to identify areas for improvement.
- Aligned product UX with user needs to enhance usability and engagement.
- Gathered user insights through testing to inform design decisions.
- Guided the development of wireframes, storyboards, and design assets for product prototypes.
- Redesigned a healthcare startup website, increasing user engagement by 25%.

Senior UI/UX & Product Designer, Ecologix (Pvt) Limited — Sep 2018 to Oct 2020

- Designed websites, landing pages, web application interfaces, and design systems.
- Conducted usability testing and analyzed user feedback and behavior.
- Developed wireframes, storyboards, sitemaps, and user flows.

- Created prototypes, personas, and usage scenarios.
- Built reusable component libraries to ensure design consistency across projects.
- Iterated designs based on user feedback to improve user experience.

UI/UX & Visual Designer, HSH Software House / GIMO (gimo.co.uk) — Dec 2012 to Aug 2018

- Led the product vision and roadmap, enhancing the product development process.
- Collaborated with clients to understand their goals and presented research insights.
- Created wireframes, storyboards, sitemaps, and user flows.
- Conducted usability testing and iterated designs based on user feedback.
- Executed all visual design stages, from concept to final handoff to engineering.
- Developed prototypes and user interface designs for various digital products.

EDUCATION

- Bachelor of Fine Arts in Graphic Design BFA, University of the Punjab — 2009 to 2013
- Diploma in UI/UX and Product design, Government College of Technology — 2008 to 2009
- Associate Engineering degree in Graphic Design and Printing, Govt. College of Technology — 2005 to 2008

SOFTWARE AND TOOLS

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|---------------------|-----------------------|
| ● Adobe Photoshop | ● Miro |
| ● Adobe Illustrator | ● Framer X, Principle |
| ● Adobe XD | ● Lucid Chart |
| ● Figma | ● Prototyping Tools |
| ● Sketch (Mac) | ● Balsamiq |

CERTIFICATIONS

- Enterprise Design Thinking - IBM
- Principles of UX Review and Enhancement - IBM
- User Experience Design Fundamentals -IBM
- Project Management Fundamentals - IBM
- Certification in UX/UI & Product Design - PBTE
- Brand Discovery & Advanced Strategy - The Futur (Chris Doe)

SKILLS & COMPETENCIES

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| ● Product Design (Web & Mobile Applications) | ● User research, Usability testing |
| ● UI/UX Design & Interaction Design | ● Stakeholder and Industry Expert Interviews |
| ● Enterprise Design Thinking | ● High-fidelity mockups |
| ● Wireframing, Prototyping & High-Fidelity UI | ● Brand Discovery & Guidelines Design |
| ● Design Systems & Component Libraries | ● Illustration and Graphic Design |
| ● Sitemaps, Process Flows, User Flow, Personas | ● Agile / Scrum Collaboration |
| ● Design Documentation & Developer Handoffs | ● Team Leadership & Collaboration |
| ● UML Diagrams & Information architecture | ● Communication skills |
| ● Process Analysis and Swimlane Diagramming | ● Problem-Solving Skills |
| ● Predictive Model Design | ● Wordpress, HTML and CSS |

SELECTED PROJECTS

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| ● Lubarz Mobile Application (B2C APP UI/UX) | ● Omnichannel (Digital Product UI/UX) |
| ● Erohal Web & Mobile App (Digital Product) | ● Transport Management (Software UI/UX) |
| ● Customer & Carrier Booking (Software UI/UX) | ● Shark Innovations Labs (Brand Design) |
| ● Order Management System (Digital Product) | ● Zilon International (Brand Guidelines Design) |
| ● Asset Management System (Digital Product) | ● Al Sharqi Shipping (Brand Guidelines Design) |
| ● Finance Management (Software UI/UX) | ● GIMO (Design & Marketing) |
| ● Compliance Management (Software UI/UX) | ● Qafila (Brand Guidelines & ERPs) |

