



# Urooj Ameen Minhas

Senior Product Designer | UI/UX & Visual Designer

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Open to relocation • Visa sponsorship required • Remote / Hybrid

## PROFILE

Senior Product, UI/UX & Visual Designer with 8+ years of experience creating digital products, web and mobile applications, brand identities, and marketing assets across diverse industries. Skilled in UX/UI, product design, branding, design systems, and creative direction, delivering impactful solutions from concept to launch.

## CORE SKILLS

**Product & UX:** Product Discovery • UX Research • User Flows • Wireframing • Prototyping • Usability Testing • UI Design • Responsive Design • Mobile App Design

**Visual, Brand & Creative:** Visual Hierarchy • Typography • Iconography • Layout & Grid Systems • Brand Strategy • Brand Identity • Logo Design • Brand Guidelines • Visual Identity Systems • Creative Direction • Marketing Campaigns • Social Media Design • Print Design • Packaging • Presentation Design

**Tools:** Figma • FigJam • Adobe XD • Photoshop • Illustrator • InDesign • After Effects • Adobe Premiere Pro • Zeplin • Notion • Canva

**Process:** Design Thinking • Agile (Scrum) • Cross-functional Collaboration • Stakeholder Management • Design Systems • Developer Handoff • Team Leadership • Creative Direction

## EXPERIENCE

**Senior Visual, Brand & Creative Designer | Digital Code (SMC-PVT) Ltd** — Aug 2022 – Present

- Led end-to-end product, UI/UX, and visual design initiatives across SaaS, FinTech, Healthcare, and Web3 products from concept to delivery.
- Designed responsive web applications, enterprise dashboards, mobile applications, and landing pages with a strong focus on usability and brand consistency.
- Created brand identities, logos, visual guidelines, pitch decks, whitepapers, brochures, presentations, and marketing collateral for startup and enterprise clients.
- Produced print-ready materials including packaging, exhibition booths, banners, business stationery, and promotional assets.
- Built reusable UI components, design systems, templates, and visual libraries to improve design consistency and development efficiency.
- Collaborated closely with Product Managers, Engineers, Marketing teams, and Business Analysts to deliver user-centered and business-focused solutions.
- Delivered developer-ready specifications and ensured accurate implementation across digital products.

**Visual, Brand & Creative Design Lead | Tipping Points** — Feb 2018 – Aug 2022

- Led and mentored a multidisciplinary team of 7+ designers across product design, branding, and creative projects.
- Owned end-to-end design for digital products, interactive experiences, and marketing campaigns from concept through launch.
- Directed branding initiatives, seasonal campaigns, gamification features, onboarding experiences, and promotional assets.
- Collaborated with developers, motion designers, and product teams to deliver engaging user experiences.
- Conducted design reviews, maintained quality standards, and ensured visual consistency across digital products.

**Junior Visual, Brand & Graphic Designer | HayatTech** — Dec 2016 – Jan 2018

- Designed websites, mobile applications, landing pages, and responsive user interfaces.
- Created logos, social media creatives, brochures, presentations, and marketing collateral.
- Developed branding materials for Healthcare, Education, Real Estate, and E-commerce clients.
- Prepared developer-ready UI assets and print-ready marketing materials.

## PRODUCT DOMAINS

- FinTech & Digital Wallets:** Designed branding materials, social media creatives, banners, presentations, and marketing collateral while partnering with senior designers and developers to deliver high-quality, developer-ready design assets.
- SaaS Products:** Enterprise dashboards, admin panels, workflow management systems, websites, landing pages, marketing campaigns, and design systems.
- E-commerce:** Shopping experiences, product pages, promotional campaigns, banners, email creatives, social media, and marketing assets.
- Real Estate:** Property websites, mobile applications, brand assets, brochures, sales collateral, presentations, and digital marketing materials.
- Healthcare:** Patient-centered websites, clinic branding, appointment systems, brochures, healthcare marketing materials, and digital experiences.
- Education:** Educational websites, e-learning platforms, visual identities, presentations, and promotional materials.
- Web & Mobile Apps:** Responsive websites, mobile applications, enterprise dashboards, and user-centered digital experiences.
- Enterprise Design Systems:** Logo design, visual identities, brand guidelines, reusable UI components, design tokens, and scalable design systems.

Several client projects are protected under Non-Disclosure Agreements (NDAs). Project names have been omitted while accurately representing the scope of work.

## EDUCATION

**Bachelor of Software Engineering | Foundation University, Islamabad** — Sep 2012 – Sep 2016

## COMMUNITY & VOLUNTEERING

- Workshop Instructor, Parashoot Studio** — 3-day workshop on Canva and design fundamentals.
- Workshop Instructor, Lighthouse Pakistan** — Design workshop on visual principles, typography, and applications for digital and print.
- Workshop Instructor, Women's Digital League Pakistan** — Workshop on UI design and building clear, user-friendly interfaces.
- Volunteer, Friends of Figma Islamabad (FOF)** — Social media, pitch decks, and event visuals.

## LANGUAGES

- English:** Professional Working Proficiency (C1)
- Urdu:** Native