


# Syed Zohaib Ahmed

Creative Superhero

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## Summary

Creative superhero looking to help out other businesses and startups to reach their full potential. Experienced creative individual with successful deliveries of more than **150+ projects** and managing teams of **40+ people** and working directly with top national and international companies and startups across USA, UAE and Europe in sectors like Fintech, Blockchain, A.I., Pharmaceutical, tech and automobiles with more than **8 service channels**. I now purely specialise in building world class product designs for companies, working closely with founders & senior leadership teams to help solve their user experience challenges.

## Experience

### Senior Product Designer

Catalyst - [www.catalyst.theplanz.com](http://www.catalyst.theplanz.com) • Dubai, UAE  
Dec 2021 - Present

Creating the style guide, design system and UX flow for the product along with a team of 7 people including UX Designers, UX Researchers and Developers. Major responsibilities include:

- Applying design thinking to solve problems that focus on innovation while prioritizing user needs.
- Creating, contributing and auditing the Design System to ensure consistency.
- Ensuring timely deliveries by running successful design sprints.
- Identify new product improvement opportunities and implementing them.
- Analyze how product design satisfies market needs and consumer preferences.
- Design features that fit within the larger experience and flows.
- Create deliverables (wireframes, mockups, prototypes, flows, and so on) to communicate ideas.
- Work with Product Managers to iterate on and refine the visual design experience.
- Stay informed and share the latest UI/UX techniques, tools, and patterns.
- Define and contribute to research initiatives (usability tests, surveys, interviews, and so on) alongside UX Researchers and Product Managers.

### Senior User Experience Designer

Plan Z - [www.planzcreatives.com](http://www.planzcreatives.com) • Dubai, UAE  
Jul 2020 - Nov 2021 • 1 year 5 months

Transformed client ideas into user flow diagrams, wireframes, prototypes, brand guides, component libraries, developer documentation, and amazing user experiences.


- Led our design team by creating weekly SCRUM sprints, scheduling quality assurance checkpoints, and defining product backlog tasks within our project management tool, ClickUp.
- Cultivating client relationships by conducting discovery calls, interviews, and feedback sessions.
- Bridge between clients and the creative team about User Experience Design (UED).
- Ensure satisfaction and approval of work by the client via hi-fidelity prototyping.
- Incorporate feedback in the workflows to ensure user-centered design.
- Work along with the client servicing manager to understand clients' design needs.
- Auditing design systems and verifying consistency throughout.
- Hiring and onboarding UI/UX Designers and UX Researchers.
- Spearheading team of UX designers, researchers and developers to ensure effective interaction design for client products.


### User Experience Designer

Plan Z - [www.planzcreatives.com](http://www.planzcreatives.com) • Karachi  
Jul 2018 - Jun 2020 • 2 years

- Understand client specifications and user psychology.
- Conduct concept and usability testing and gather feedback.
- Create personas through user research and data.
- Define the right interaction model and evaluate its success.
- Develop wireframes and prototypes around customer needs.
- Find creative ways to solve UX problems (e.g. usability, findability).
- Work with UI designers to implement attractive designs.
- Communicate design ideas and prototypes to developers.
- Keep abreast of competitor products and industry trends.

## Education

 **Institute of Business Administration** • Karachi, PK  
Bachelor's of Accounting and Finance  
2013 - 2017  
Bachelors in Accounting & Finance


 **The City School PAF Chapter** • Karachi, PK  
A-Levels, Business  
2011 - 2013  
A Levels

## Honor & Awards

 **Best B2B Partners in Asia 2021** - Clutch.co

 **Best B2B Partners for Asia 2020** - Clutch.co










 **Interview with Goodfirms** - Goodfirms

 **Digital Expert for Live TV on National News Channel**

## Skills

User Experience Design   UI Design  
Strategy Development   Identity Design  
Digital Media Marketing   Social Media  
Leadership   Effective Communicator

## Tools

User Experience    
Design     
Video & Animation     
3D 

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## Experience

### Visiting Faculty Member

Institute of Business Administration • Karachi, PK  
Jan 2020 - Apr 2020 • 4 months

Teaching an external course of Multimedia Graphics & Web Design with IBA's Center for Information & Communication Technology (CICT) to external students chartered by Government of Sindh for Skill development in an effort to create more job opportunities for the under privileged.

### UI Designer

Plan Z - [www.planZcreatives.com](http://www.planZcreatives.com) • Karachi, PK  
May 2017 - Jun 2018 • 1 year

- Gather and evaluate user requirements in collaboration with product managers and engineers
- Illustrate design ideas using storyboards, process flows and sitemaps
- Design graphic user interface elements, like menus, tabs and widgets
- Develop UI mockups and prototypes that clearly illustrate how sites function and look like
- Create original graphic designs (e.g. images, sketches and tables)
- Prepare and present rough drafts to internal teams and key stakeholders
- Identify and troubleshoot UX problems (e.g. responsiveness)
- Conduct layout adjustments based on user feedback
- Adhere to style standards on fonts, colors and images for Cascading Style Sheets (CSS).

### User Experience Intern

Plan Z - [www.planZcreatives.com](http://www.planZcreatives.com) • Karachi, PK  
Mar 2017 - May 2017 • 3 months

Collaborate with a team that defines and designs user interfaces, systems, and interaction, visual, motion, and voice design patterns.

- Design thoughtful and useful software user interfaces and experiences in a team environment.
- Support development of conceptual diagrams, wireframes, visual mockups, and prototypes.
- Work with stakeholders to plan projects for effective delivery.
- Be a passionate and effective advocate for design with non-design audiences.
- Assist in creating user-centered designs by considering market analysis, customer feedback, site metrics, and usability findings.

## Projects

### Trip Itinerary Planner

Designed a beautiful and seamless experience for users to get their trip Itinerary instantly along with estimates that are updated readily to accommodate change in transport, hotels and stopovers. This helped Magellan increase the number of leads for their company and thus increasing sales ratio after deployment of this web app.

### Astera - Career Page Redesign

Redesigned the website for Astera Software, a rapidly-growing provider of enterprise-ready data solutions. They needed a new design for their careers page to attract fresh graduates and relate to their potential employees. The idea was to keep it minimal yet attractive with brand colors.

### Best Corporate & Sustainability Report 2020 Awards


Conceptualized, designed, printed and distributed the Corporate Annual report for AGP Pharma, leading Pharmaceutical in Pakistan. The report won them the 2nd Position in the Best Corporate & Sustainability Report 2020 Awards in the Pharmaceutical Sector by the Joint Committee of the Institute of Chartered Accountants of Pakistan (ICAP) and Institute of Cost and Management Accountant of Pakistan (ICMA).

### AdDrop


AdDrop is an OOH Media spot booking platform, Brands based in UAE can book Advertisement spots via this portal and can plan their campaigns by just selecting a targeted location, choosing spots and targeted dates, Uploading artwork, and run their Advertisements.


## Certifications


 **UX Foundations: Interaction Design - LinkedIn**  
Issued March 2022


 **UX Research: Journey Mapping - LinkedIn**  
Issued March 2022

 **UX Foundations: Style Guides and Design Systems**  
Issued March 2022

 **UX Foundations: Prototyping - LinkedIn**  
Issued March 2022

 **UX Research: Being Flexible - LinkedIn**  
Issued March 2022

 **UX Foundations: Research - LinkedIn**  
Issued March 2022

 **UX Foundations: Storytelling - LinkedIn**  
Issued March 2022

 **UX Foundations: Usability Testing - LinkedIn**  
Issued March 2022

## Languages

 **English**  
Fluent

 **Urdu**  
Native