

MIAN MUHAMMAD ADIL

hi@adilmakes.com | 437-881-4400 | <https://www.linkedin.com/in/adilmakes/>

High-performing product designer with strong analytical skills, technical expertise, cross-functional communication, and business acumen, offering a solid and verifiable track record of 10+ years of successfully delivering large-scale projects and engagements across multiple industries. 4+ years of experience at a renowned data science research & development firm, transforming complex ideas into user-friendly digital experiences. 2+ years of UX team leadership and management experience in smart city innovation projects. Played a crucial role in establishing 2 UX labs for public sector organizations for eye-tracking-based behavioural analysis focusing on millions of users. Improved the UX of the accident reporting app for insurance in Saudi Arabia, with 4 million active users.

SKILLS

End-to-end product design process & UX strategy, user-centered design, journey mapping	Wireframing, prototyping, user testing, high-fidelity visuals, visual design, interaction design, data visualization	Design system development, design thinking workshops, Figma, Adobe CC (Creative Cloud), Miro, Copilot
Strategic thinking, facilitative leadership, empathy led approach, curiosity, user research, stakeholder interviews	UX benchmarking, heuristic analysis, creative report writing, hands-on field research, Client facing skills	Visual storytelling, AI and machine learning conversational UX design, CustomGPT training, data preparation & analysis

PROFESSIONAL EXPERIENCE

Product Designer, Chapeau, Yonge Street, Toronto, Ontario, Canada **07/2024 – present**

- Responsible for the end-to-end product design process for a large-scale public sector client, focusing on creating solutions that empower parents and school administration to enhance engagement and communication.
- Collaborate closely with strategic leadership, project managers, full-stack developers, and sales experts to gather and analyze software requirement specifications, business needs, and user pain points, ensuring alignment with overall project goals.
- Conduct extensive user research, including surveys & interviews, to gather insights and identify user needs.
- Create detailed information architecture diagrams to outline the structural framework of the application, facilitating a clear understanding of user flows and interactions.
- Develop both low and high-fidelity prototypes using Figma, iterating based on feedback from stakeholders.
- Design intuitive and visually appealing interfaces, applying principles of visual harmony and usability.
- Conduct user testing sessions to evaluate the effectiveness of design solutions, gathering.
- Work closely with the development team to ensure the accurate implementation of design specifications, maintaining a high level of quality and consistency throughout the project.

Senior Product Designer, Cybensol Technology Inc, Norris Place, Toronto, Ontario, Canada **11/2023 – 06/2024**

- Led product design of a SaaS platform targeting job seekers and interviewed users to collect insights about user pain points.
- Conducted UX research using a cognitive walkthrough approach to uncover user and stakeholder challenges.
- Build user journey maps, conduct surveys and prepare to-be information architecture using Miro.
- Prepared high-fidelity prototypes and tested them with users to collect behavioural insights.
- Delivered high-quality, timely and responsive design services, enabling clients to access North America and Saudi Arabia.
- Strengthened client relationships through dedicated services, trust and tech incentive experience tailored to client's needs.

Senior Product Designer (Team Lead), HUED Design consultancy, Riyadh, Saudi Arabia

11/2022 – 10/2023

- Full cycle digital product designing for 4 public sector organizational projects (STC, PIF, Najm, & Enjz) with multi-million users.
- Led a team of 3 designers and 2 UX Researchers to conduct stakeholder interviews, user surveys, heuristic analysis, creating UX benchmark reports and usability audits using Tobii Eye tracking technology.
- Collaborated with strategic leadership, PMs, engineers, data scientists, and sales experts to increase service sales for enterprise and government clients.
- Drafted user manuals, blueprints and product vision boards to achieve UX excellence and capacity building.
- Build design systems to streamline design ops and enhance process flow.

Senior Product Designer, DoAnalytica, Jeddah, Saudi Arabia

03/2018 – 10/2022

- Led the end-to-end experience design of 9 data-centric products (Skill development engine, sleep monitoring analytics platform, AI-carrier planners, prediction analytics platform to identify students at risk, white-label social media analytics platform for influencer analysis, disease treatment advocacy through data and more).
- Led the design research and user experience of AI resume builders using generative AI. Collaborated with a team of Data Scientists and machine learning experts to clean data and prepare for the dev team.
- Worked on a blockchain-powered real-estate sales management platform on fractional ownership.
- Collaborated with Data Scientists and Partners to co-develop an AI service strategy & feature roadmap.
- Prepared product vision boards and conducted stakeholder interviews to understand complex challenges.
- Established design ops, managed 2+ designers and initiated UX research pipelines.
- Led the design of 4 brand awareness documents and used creative data visualization techniques for storytelling.
- Designed and developed 5+ websites using Figma, HTML, CSS, JS, Am-Charts and D3 Libraries.

Program Officer UX/UI, Information Technology University, Lahore, Pakistan

11/2014 – 10/2017

- Led the overall design strategy of the University to increase admission applications by 35% through a customized awareness campaign on the website, social media and newspaper.
- Led the design of the student admission platform to enhance the student admission experience.
- Designed podiums and stages for educational expos, academic events and competitions.
- Mentored master students of ICT for Development class about co-creation and designing applications for low-literate users.
- Designed social impact-focused projects to enhance children's immunization monitoring and water quality monitoring.
- Led the design of an educational bilingual app for agricultural farmers.
- Led the design of the university quality ranking system.

EDUCATION

Bachelor of Science (BS) Honors Information Technology, Imperial College of Business Studies, Pakistan

02/2010 – 03/2014

Academic focus on Human-Computer Interaction, multimedia system & design, web application development, research methodologies, artificial intelligence, business process management, technology management, data communication, information systems, technical report writing and project management.

College Diploma (Electrical Engineering), Pak Poly Technical Institute, Pakistan

02/2006 – 11/2009

Academic focus on business communication, telecommunication, digital & industrial electronics, basic electronics, applied math, computer applications, principles of electrical engineering and industrial management.

CERTIFICATIONS

Google Data Analytics

Miro: Mapping & technical diagramming

IBM Design thinking practioner

Tobii Eye Tracking Level 1