

MIAN MUHAMMAD ADIL

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High-performing product design leader 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 Design Contractor - Public sector projects, Chapeau, 48 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.
- Working on a B2B AI product for utility companies, addressing challenges in process optimization and service delivery.
- Collaborating closely with strategic leadership, project manager, product owner and creative leaders to gather and analyze software requirement specifications, business needs, and user pain points, ensuring alignment with overall project goals.
- Conducting extensive user research and participating in discovery sessions to gather insights and identify user needs.
- Creating detailed information architecture diagrams to outline the structural framework of the application, facilitating a clear understanding of user flows and interactions.
- Developing both low and high-fidelity prototypes using Figma, iterating based on feedback from stakeholders.
- Designing intuitive and visually appealing interfaces, applying principles of visual harmony and usability.

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

- Strategically led the design and development of a SaaS platform aimed at optimizing the job search experience, driving innovative solutions to address user pain points.
- Oversaw comprehensive UX research leveraging advanced methodologies, including cognitive walkthroughs, to deeply understand and address both user and stakeholder challenges, ensuring alignment with business objectives.
- Directed the creation of user journey maps and facilitated the design of to-be information architecture using Miro, ensuring seamless user experiences across multiple touchpoints.
- Guided the development of high-fidelity prototypes, leading cross-functional teams to rigorously test and refine designs based on in-depth behavioral insights, enhancing product usability and satisfaction.
- Ensured the delivery of premium design services, enabling clients to successfully penetrate and expand in North American and Saudi Arabian markets through innovative and responsive design strategies.
- Strengthened and managed key client relationships by delivering tailored, trust-driven, and tech-forward solutions that exceeded client expectations and drove sustained business growth.

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

- Productization: Delivering on customer wants and needs DMZ at Toronto Metropolitan University ([Accreditation Link](#))
- IBM Design Thinking practitioner ([Accreditation Link](#))
- Google Data Analytics by Coursera ([Accreditation Link](#))
- Miro: Collaborative meetings, Mapping & technical diagramming ([Accreditation Link](#))