Mian Muhammad Adil

Product Designer | User Experience Excellence | Greater Toronto Area, CA

11+ Years of experience in the end-to-end digital design lifecycle.

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Skills

Product Strategy	Data-driven user research		
Design Thinking	Usability testing with eye tracking		
UI/ Visual Design	Heuristic analysis		
Persona Design	UX Lab establishment		
User Journey Mapping	UX benchmarking		
User Interviews & Surveys	Cognitive Walkthrough		
Information Architecture	Data Preparation & Analysis		
Sketching & Prototyping	Data Into Insights & Visualization		
Project Management	Team Leadership & Mentorship		

Tools

Figma	Tobii ProLab
Miro	UserZoom
Sketch	Heap.io
Adobe Photoshop	Google Site Kit Analytics
Adobe Illustrator	OpenAI Custom GPT creation
Zeplin	
AM Charts	
Jira	

Experience

Product Designer (Contractor) - Tanto Consulting Inc. Burlington, ON Canada   **09/2024 – 12/2024**

- Led the end-to-end product design and strategy for a notary company's digital transformation app. 0>1 product aimed to Improve operational efficiency by automation and simplified workflow for booking of in-person & online customers.
- Interviewed business stakeholders of a construction firm to streamline project schedules, team & task tracking.
- Website UX Audit for Urban Printing Inc. to enhance customer experience using the Google Light House tool.
- Revamp the brand identity of the Tanto Consulting Inc. website to attract b2b clients.

Lead Product Designer (Contractor) - Chapeau.ai Toronto, ON Canada   **07/2024 – 09/2024**

- Led iterative product design for a large-scale public sector, Ontario client organization to improve operational engagement and communication between parents & school administrations.
- Designed a B2B AI app for utility companies, addressing process optimization & service delivery challenges.
- Led web design efforts for one of the largest revenue management companies in Ontario.

Founding Product Designer, Cybensol Technology Inc. Toronto, ON Canada   **11/2023 – 06/2024**

- Led the design and development of a SaaS platform dataUpskill to transform the job search experience through innovative, user-centred solutions.
- Conducted comprehensive UX research using methodologies such as cognitive walkthroughs to identify user pain points and align designs with business objectives.
- Designed user journey maps and developed to-be information architecture using Miro, ensuring intuitive and seamless user experiences across digital platforms.
- Directed the creation of high-fidelity prototypes, collaborating with cross-functional teams to test and refine designs based on behavioural insights for improved usability.

Senior UX Designer (Team Lead), *HUED Design, Riyadh, Saudi Arabia*   **11/2022 – 10/2023**

- Led full-cycle digital product design for four high-profile public sector organizations (STC, PIF, Najm, and Enjz), serving multi-million users with user-centric and impactful solutions.
- Managed a cross-functional team of 3 designers and 2 UX researchers, conducting stakeholder interviews, user surveys, heuristic analysis, and creating UX benchmark reports to inform and optimize design strategies.
- Utilized advanced usability tools like Tobii Eye Tracking for usability audits, driving evidence-based design improvements and optimizing user experiences.
- Collaborated with strategic leadership, project managers, engineers, data scientists, and sales experts to enhance

service offerings, driving business growth and revenue for enterprise and government clients.

Senior Product Designer, *DoAnalytica, Jeddah, Saudi Arabia*   **03/2018 – 10/2022**
- Led end-to-end experience design for 9 data-centric products, including skill development engines, sleep monitoring platforms, AI career planners, predictive analytics platforms, and disease treatment advocacy platforms powered by data insights.
- Directed UX research and design for AI resume builders utilizing generative AI, ensuring user-friendly and impactful solutions. Collaborated with data scientists and machine learning experts to clean and prepare datasets for seamless integration with development teams.
- Designed a blockchain-powered real-estate sales management platform, focusing on fractional ownership and aligning blockchain technology with user needs.
- Established design operations, managed a team of 2 designers, and initiated UX research pipelines to standardize workflows and improve efficiency.
- Designed and developed 5+ websites using Figma, HTML, CSS, JS, AmCharts, and D3 libraries, incorporating advanced data visualization techniques for interactive user experiences.

Program Officer UX/UI, Information Technology University, Lahore, Pakistan   **11/2014 – 10/2017**
- Developed and executed a comprehensive design strategy that increased admission applications by 35% through targeted awareness campaigns across the website, social media, and print media.
- Spearheaded the design and implementation of a student admission platform, streamlining the admission process and significantly improving the user experience for applicants.
- Conceptualized and designed stages and podiums for high-profile educational expos, academic events, and competitions, ensuring impactful branding and engagement.
- Mentored Master's students in ICT for Development, focusing on co-creation and designing accessible apps for low-literate users, fostering innovation and inclusivity.
- Designed social impact projects, including a child immunization monitoring system and a water quality monitoring platform, addressing public health and environmental challenges.
- Led the creation of a bilingual educational app for agricultural farmers, enhancing knowledge dissemination and resource access.
- Designed a university quality ranking system, providing actionable insights for improving institutional performance.

Education

Bachelor of Science (BS) Honors Information Technology, *Imperial College of Business Studies, Pakistan* **02/2010 – 03/2014**
Focus: Human-Computer Interaction (HCI), multimedia systems and design, web application development, AI and databases.

College Diploma (Electrical Engineering), Pak Polytechnical Institute, Pakistan   **02/2006 – 11/2009**
Electrical engineering, telecommunication, electronics, mathematics, computer applications

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)