

Kashif Jamal Ahmed

Senior UI/UX Designer | Product Designer | User Experience | User Interface Design

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Portfolio showcasing UI/UX case studies, design systems, and product design work
<https://kashifj.github.io/>

SUMMARY

Senior Product Design Leader with 18+ years of experience designing enterprise-scale UX for fintech, data intelligence, and complex B2B platforms. Expert in design systems, UX strategy, AI-driven experiences, and workflow modernization. Proven ability to lead cross-functional teams, define product vision, and deliver measurable improvements in usability, efficiency, and user adoption. Strong collaborator with Product and Engineering leadership, driving UX maturity and scalable design operations.

CORE SKILLS

UX Strategy & Leadership Design Vision Roadmapping Stakeholder Alignment UX Metrics

Design Systems Tokens Components Governance Documentation Accessibility (WCAG)

Product Design Enterprise UX Interaction Design Information Architecture Mobile UX

AI-Driven UX Conversational Interfaces Intelligent Workflows Data-Driven Experiences

Research & Validation User Research Usability Testing Journey Mapping Personas

Tools Figma Sketch Adobe CC Miro Jira Confluence Prototyping Tools

Technologies HTML CSS / SASS / SCSS CSS Animations JavaScript jQuery

Collaboration Cross-Functional Leadership Design Ops Mentorship Agile Delivery

PROFESSIONAL EXPERIENCE

User Experience Designer

S&P Global | October 2022 - Present | Dubai, UAE

- Led the evolution of KOI Design System, standardizing UI across multiple product surfaces and improving design-development efficiency
- Defined and delivered Next-Gen CIQPro UX strategy, modernizing workflows for enterprise-scale financial data users
- Designed ChatIQ (AI interface), reducing friction in data access and enabling faster user decision-making
- Influenced cross-functional stakeholders across Product, Engineering, and Design to align on UX vision and execution

Principal UI/UX Engineer

Netsol Technologies | June 2021 - March 2022 | Lahore, Pakistan

- Led end-to-end product redesign of Ascent 2.0, improving task efficiency and usability for financial workflows
- Managed and mentored a cross-functional design team, driving execution quality and delivery timelines
- Introduced structured UX research practices, shaping product direction through user insights

Senior UI/UX Engineer

S&P Global | July 2011 - June 2021 | Islamabad, Pakistan

- Designed enterprise UX solutions for Market Intelligence platform used by global financial professionals
- Led UX efforts for key initiatives, including Investor Relations platform redesign
- Developed wireframes, prototypes, and high-fidelity UI to support new product features
- Conducted user research and usability testing to improve workflows and user satisfaction
- Partnered with Product Managers to translate business requirements into scalable design solutions

Graphics Lead - Team Lead

White Wings Consultants | April 2010 - June 2011 | Islamabad, Pakistan

- Led UX improvements for financial transaction systems, enhancing usability and task efficiency
- Developed user personas, journey maps, and wireframes to support product development
- Facilitated UX workshops to improve collaboration between design and development teams

Graphics Lead - Team Lead

ESOLPK | October 2008 - September 2009 | Islamabad, Pakistan

- Delivered UX solutions across multiple client projects, improving UI consistency and user flows
- Created wireframes and prototypes to support stakeholder decision-making

I have worked with Pi Sigma Group and Shifa College of Medicine – to avoid a full laundry list above, I've kept it to last five work experiences.

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KEY ACHIEVEMENTS

Awards, Employee Recognition

Recognized as Employee of the Year for three consecutive years (2017–2019). Awarded the Creative Collaborator Award in 2018 and won first place in the Logo and Poster Design Competitions in 2017.

Optimized Design Process

Streamlined the design process by implementing a new design system, reducing delivery times by 30% across departments.

AI & Innovation

Delivered AI-driven UX solutions (ChatIQ) enhancing user productivity and data accessibility

Improved Team Productivity

Enhanced team productivity by 40% through strategic workflow adjustments and improved communication practices.

PROFESSIONAL TRAINING

Problem Solving and Decision Making

Lahore University of Management Sciences | March 2019 | Lahore, Pakistan

CERTIFICATIONS

UX Foundations: Accessibility

[LinkedIn](#) | December 2019

User Experience for Web Design

[LinkedIn](#) | December 2019

UX Foundations: Prototyping

[LinkedIn](#) | November 2019

Advanced Responsive Layouts with CSS Flexbox

[LinkedIn](#) | November 2019

Mapping the Modern Web Design Process

[LinkedIn](#) | November 2019

INTERESTS

Digital Innovation

Passionate about enhancing digital interfaces to create seamless and impactful user experiences.

User Experience Research

Focused on exploring and leveraging how design positively influences user behavior.

Photography

Deep interest in exploring and capturing aesthetic visuals that tell unique stories.

Travel

Enjoy exploring diverse cultures and gaining new perspectives through travel experiences.