

# ALI HASSAN BILAWAL

## UI/UX PRODUCT DESIGNER

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Lahore, Pakistan

### PORTFOLIO HUB

#### DRIBBBLE:

[https://dribbble.com/ali\\_hasan256](https://dribbble.com/ali_hasan256)

#### APP PORTFOLIO:

<https://www.figma.com/file/9wisudxarpy2rgo6jaxew0>

#### WEBSITE PORTFOLIO:

<https://www.figma.com/file/knm2bv2ufy7ktraojpcm6>

#### RECENT WORK:

[https://www.notion.so/your-](https://www.notion.so/your-bank-0276175171c4433082b920179c580559?pvs=4)

[bank-0276175171c4433082b920179c580559?pvs=4](https://www.notion.so/your-bank-0276175171c4433082b920179c580559?pvs=4)

[https://www.figma.com/design/kxvxovq49opzonptyeqktx/](https://www.figma.com/design/kxvxovq49opzonptyeqktx/fitness-app)

[fitness-app](https://www.figma.com/design/kxvxovq49opzonptyeqktx/fitness-app)

### SUMMARY

Senior UI/UX Designer & Design Lead With 7+ Years Of Experience Delivering Web, Mobile, And SaaS Products For Global Clients. Skilled In UX Strategy, IA, User Flows, Prototyping, Research, And Design Systems. I Currently Lead A Team Of 6 Designers, Drive End-To-End Product Execution, And Collaborate With Product, Engineering, And Stakeholders To Ship Intuitive, Conversion-Focused Experiences. My Work Improves Usability, Reduces Friction, And Strengthens Business Outcomes.

### CORE COMPETENCIES

#### UX & PRODUCT DESIGN:

User Research | Information Architecture | Wireframing | Prototyping | Usability Testing | Journey Mapping | Interaction Design | Design Systems | Accessibility | UX Writing Basics

#### LEADERSHIP:

Team Management | Mentorship | Design Critiques | Stakeholder Communication | Roadmapping | Cross-Functional Collaboration | Project Planning

#### TOOLS:

Figma | Miro | Notion | Whimsical | Protopie | Principle | Sketch | Adobe XD | Photoshop | Illustrator

#### ADDITIONAL SKILLS:

AI Research | Empathy Mapping | Branding | Visual Design | GUI Design | Team Collaboration | Problem Solving | UX Documentation | Collaboration

### PROFESSIONAL EXPERIENCE

#### DESIGN LEAD — CODING PIXEL

Jan 2021 – Present

Leading A Team Of 6 Designers And Owning UX Strategy, Design Systems, And High-Impact Product Experiences Across Dashboards, Web Apps, And Mobile Apps.

#### KEY ACHIEVEMENTS:

- Led End-To-End Design For 15+ Enterprise Dashboards And Mobile Apps, Improving Usability And Reducing Cognitive Load.
- Established A Scalable Design System, Speeding Up Team Delivery By 40% And Improving Consistency Across Products.
- Improved User Onboarding Flows Resulting In Reduced Drop-Offs And Smoother Navigation.
- Introduced UX Research Practices That Aligned Product Decisions With User Needs, Increasing Design-To-Dev Clarity.
- Streamlined Design Handoff Through Structured Components And Documentation, Reducing Revisions By 30%.
- Coached And Upskilled Designers In IA, Flows, And Layout Fundamentals, Improving Overall Team Output Quality.

#### RESPONSIBILITIES:

UX Strategy | IA | Wireframes | Prototypes | Design Systems | Team Leadership | Design Reviews | Stakeholder Updates

#### UI DESIGNER — RIPTON SOLUTIONS

Dec 2019 – Jan 2021

- Designed Responsive Websites And Digital Interfaces Aligned With Brand Guidelines.
- Created And Maintained Reusable Design Assets And Component Libraries.
- Supported Marketing Team With Visuals And Layouts For Campaigns.

#### UX DESIGNER — UNIVERSITY OF SOUTH ASIA

Jun 2019 – Jan 2020

- Created Web Layouts And Design Concepts For New Company Websites.
- Coordinated Closely With Developers To Ensure Functional Implementation.

#### UI DESIGNER — TECHNOLOGY WISDOM

Feb 2018 – Jan 2019

- Designed Landing Pages, Websites, And Brand-Consistent UI Components.
- Built Mockups, Prototypes, And Responsive Design Systems.

### EDUCATION

#### BA — COMPUTER SCIENCE

Allama Iqbal Open University (2019–2023)

#### INTERMEDIATE — COMPUTER SCIENCE

MAO College (2016–2018)