

ALI HASSAN BILAWAL

Senior UX/UI Product Designer | Design Lead

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SUMMARY

AI-native Design Lead with 8+ years shipping UX for SaaS, dashboards, and mobile apps. Lead a team of 6 designers, ship 15+ enterprise products, and run an AI-assisted workflow (Claude, Cursor, v0, Lovable) that cuts time from insight to validated design. Known for design systems that scale, research that ships, and handoff that doesn't bounce.

IMPACT HIGHLIGHTS

- Shipped 15+ enterprise dashboards and mobile apps generating measurable user-engagement gains.
- Built a scalable design system that accelerated team delivery 40%.
- Reduced design-to-dev revisions 30% through structured components and documentation.
- Lead and mentor a 6-person design team across UX, UI, and product strategy.
- Integrated AI tools into team workflow, compressing research and prototyping cycles by an estimated 2–3x.

CORE EXPERTISE

Product Design — UX Strategy, User Research, Information Architecture, Wireframing, Prototyping, Usability Testing, Design Systems, Interaction Design, Accessibility.

Leadership — Team Management, Mentorship, Design Critiques, Roadmapping, Stakeholder Communication, Cross-Functional Collaboration.

AI Workflow — Claude, ChatGPT, Cursor, v0 by Vercel, Lovable, Figma AI, Midjourney, Perplexity. Prompt engineering, AI-assisted research synthesis, AI-powered prototyping.

Design Tools — Figma, Miro, Notion, Whimsical, Protopie, Adobe XD, Photoshop, Illustrator.

EXPERIENCE

Design Lead — Coding Pixel Jan 2021 – Present

- Lead a team of 6 designers and own UX strategy, design systems, and end-to-end execution across dashboards, web apps, and mobile apps.
- Drove design across 15+ enterprise products from discovery to ship — dashboards, SaaS tools, and consumer apps for global clients.
- Designed and rolled out the company-wide design system that now powers every product, with structured components and documentation that cut handoff revisions sharply.
- Embedded AI tools (Claude, Cursor, v0, Lovable) into the team workflow — from research synthesis to functional prototypes in hours, not days.
- Coach and mentor designers on IA, flows, and craft, lifting team output quality and design-review velocity.

UI Designer — Ripton Solutions (Remote) Dec 2019 – Jan 2021

- Designed responsive websites and digital interfaces for global clients, aligned to brand and conversion goals.
- Built reusable component libraries adopted across multiple products, reducing rework on future projects.

UX Designer — University of South Asia Feb 2020 – Sep 2020

- Redesigned the university website and admission app — built IA, wireframes, and prototypes; partnered with engineering through ship.

Earlier Roles — Havanor · Technology Wisdom Feb 2018 – Jan 2020

- Junior UI/UX Designer → UI/UX Designer. Delivered websites, landing pages, and brand-consistent UI for a range of clients.

EDUCATION

Associate Degree in Arts — Allama Iqbal Open University

2020 – 2023