

Asad Ahmed

Senior UI/UX Designer

FINTECH • DIGITAL BANKING
AI EXPERIENCES

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PROFESSIONAL SUMMARY

Senior UI/UX Designer with 11+ years of experience designing digital products across FinTech, Digital Banking, Enterprise, and Mobile platforms. Experienced in leading end-to-end product design and AI-powered experiences while collaborating with cross-functional Agile teams.

EDUCATION & CERTIFICATIONS

Bachelor of Business Administration (Marketing)

2021 – 2024 (Completed)
Shah Abdul Latif University
Pakistan

The AI-Driven Product Designer

June 2026
LinkedIn Learning

AI Essentials for User Experience Designers

June 2026
LinkedIn Learning

Soft Skill Training

2025
International Centre for Migration Policy Development (ICMPD)

Fundamentals of Digital Marketing

2023
Course by Google

Web Design

2014
Arena Multimedia

SKILLS

Product Design
UI/UX Design
FinTech

WORK EXPERIENCE

Senior UI/UX Designer • Vision Bank

Jan 2024 – Present | Hybrid
Riyadh, Saudi Arabia

I design end-to-end digital banking experiences across mobile platforms, leading UX/UI initiatives from discovery and ideation through high-fidelity design and developer handoff. Collaborated closely with Product Managers, Engineers, QA, and business stakeholders within Agile teams to deliver intuitive, secure, and scalable customer experiences while contributing to the bank's Design System

Key Product Experience

- AI Banking Assistant (Noura AI) — Led end-to-end product design from ideation to launch.
- Onboarding — Redesigned the customer onboarding journey.
- Qattah (Split Bill) — Led the end-to-end design of the bank's collaborative payment and shared expense solution.
- Family Banking — Designed family financial management experiences.
- Networking Groups — Led collaborative banking and community experiences.
- Rewards & Loyalty — Designed customer rewards points system and engagement journeys.
- Design System — Enhanced and scaled the Design System & converted the whole design system to RTL for Arabic support

Senior UI/UX Designer & Front-End Developer • Innovation Box

May 2019 - Dec 2023 (4 years 7 months)
Dubai, UAE

I worked on end-to-end design of websites, mobile applications, and digital products from concept to delivery, creating user flows, wireframes, prototypes, and high-fidelity interfaces. Collaborated with clients, developers, and cross-functional teams to deliver user-centered digital experiences while developing responsive front-end solutions and managing website deployment, maintenance, and performance optimization.

AI Product Design
UX Strategy
AI Experiences
Mobile App Design
Prototyping
User Research
Design Systems
FinTech

TOOLS

Figma
Adobe Photoshop
Adobe Illustrator
Sketch
Jira
Confluence

FRONT-END SKILLS

HTML
CSS
jQuery

LANGUAGES

English
Arabic (Reading - Writing)
Urdu

CONTACT

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Web Designer & Front End Developer • Innovation Box

Nov 2017 - May 2019 (1 year 6 months)
Dubai, UAE

Performed front-end development for interactive websites to improve functionality and user experience using HTML, CSS, and JQuery Libraries.

Web Designer & Front End Developer • Qurais.ae

Dec 2016 - Sep 2017 (9 months)
Dubai, UAE

Web & Graphic Designer • Xellerix Fz LLC

Oct 2015 - Nov 2016 (1 year 1 month)
Dubai, UAE

Jr. Web Designer • A2Z Creatorz

March 2014 - Sep 2015 (1 year 6 months)
Karachi, PAK

FREELANCE EXPERIENCE

Freelance Shopify Web & Graphic Designer • Butter DXB

Feb 2022 - May 2024 (2 years 3 months)
Dubai, UAE

Freelance Web & Graphic Designer • Business Website Builder

May 2017 - Jan 2020 (2 years 8 months)
Dubai, UAE

ONLINE PORTFOLIO / PROJECTS

Portfolio Website

www.axadahmed.com/works.html

Behance

www.behance.net/axad

Instagram

www.instagram.com/a.designs/