Sheikh Muhammad Saad

Product designer at heart, product owner in practice.

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PROFESSIONAL EXPERIENCE

Dubizzle Labs – *Principal Product Designer* Feb 2021 – Ongoing

Context: Overseeing classified products (Zameen, Bayut & dubizzle) in Pakistan, UAE, Saudi Arabia, Oman, and Egypt.

- Promoted to Principal Product Designer after 5+ years leading design across Dubizzle Labs' products. Also driving product strategy for Bayut & Hatla2ee.
- Lead and mentor a team of **4-5 product designers**, aligning with regional leadership, engineering, and data teams to keep decisions tied to business metrics *(retention, conversion, engagement)*.
- Served as **Product Owner & design lead** for the Daily Rentals feature on the Bayut KSA app, owning it end-to-end from roadmap and requirements through UI execution and launch. Bayut's first short-term rental product line.
- Own the **Hatla2ee product roadmap** as Product Owner, writing requirements and partnering directly with engineering on sprint planning, shipped the Hatla2ee 2.0 revamp end-to-end, from scoping through launch.
- Led end-to-end design for Bayut, Dubizzle, and OLX, building **8+ internal CRMs** for users with low digital literacy.
- Launched **Bayut.sa**, a new property marketplace, capturing **30% market share in 5 months** and significantly reducing churn.
- Transformed the Zameen.com CRM into a consolidated platform, cutting users' daily task time by **50%** and simplifying 50+ data points into a single view.
- Captured **50% of OLX Motors'** user base through user research-driven features that boosted engagement.
- Revamped a web dialer app, yielding **5x growth in accessibility** and a **2x success rate** for follow-up features.
- Instituted a design system across all internal SaaS products, driving a **40% boost in design consistency** and 25% overall product improvement.

Design Bay – *Product Designer* Sep 2023 – Aug 2024

Context: A design agency providing full end-to-end design services remotely.

- Transformed user experience on the Ed-tech platform Nearpeer.org, employing strategic redesign that increased user retention by 40%.
- Collaborated closely with development to deliver cost-efficient products and slash development costs by 30%.

Vyro – *Product Design Consultant* Jun 2023 – Dec 2023

Context:Vyro creates AI-powered content tools, empowering creative expression for 5 million users globally across 20 apps.

- **Led** the design of "Eve," an AI-based personal chat assistant, capturing **20%** traffic in early adoption.
- **Refined** the overall design system, accelerating design iteration by **15%** and improving cross-team collaboration.

Gharelu.pk – *Co Founder* Jan 2021 – Mar 2022

Context: Gharelu empowers home chefs and delivery brands with a unique food tech solution.

- **Oversaw** product lines from research to market strategy, achieving a **50%** surge in market penetration.
- **Received recognition** as the "**Winner at TakeOff Pakistan 2020** (by Popcorn Studio)," resulting in an investment offer.

EDUCATION

University of Central Punjab – BSc. Computer Science 2017-2021

Key Courses: Human Computer Interaction, Data Science, Introduction to Artificial Intelligence, Business Analytics.

SKILLS & CERTIFICATIONS

Skills: Usability testing, wireframing, prototyping, product roadmap strategy, UX audit, competitor analysis, user experience, information architecture, user flows, user interviews, persona creation, interaction design, data analysis (GA4, Firebase), Adobe Photoshop, Illustrator, After Effects, Figma, HTML & CSS.

Certifications: *100 Mentorship Minutes, Radical Product Thinking: Vision Setting, IxDF User Research, IxDF Mobile UX Strategy, Product Analytics Micro-Certification, AI for product Management, Product Analytics Pendo, Design Accessibility, Typography, Product Management Basics & many more.*

PUBLISHED ARTICLES

Context: (Featured on design innovation and UX trends, most notably in "Bootcamp" Publication. Explore more at Medium.)

- **Design's Productivity Paradox** - Examines the AI productivity dividend and why more AI adoption hasn't translated to proportional gains for designers.
- **Modern Minimalism of UI** - Explores flat design's evolution and impact on web design.
- **Accessible & Human-Centered Design in AI Age** - Discusses breaking product barriers and connecting emotions in AI-driven design.
- **The Perfect-Fix Harmony** - Examines product maintenance with UX perfection to achieve optimal results.