Sheikh Muhammad Saad

Senior Product Designer

in Sheikhsaad02

✉ Sheikhsaad0298@gmail.com

📞 +92 323 4821818

Ⓢ **Sheikhsaad.co**
Password: productguy ↗

Summary

- Former Co-Founder and seasoned product designer with over 3 years of experience, specializing in user experience and overall product design.
- Demonstrated success in elevating user experiences, resulting in a 3x improvement in user engagement.
- Skilled in designing for SaaS, B2B software, and e-commerce web/app, with a focus on user research and product development.
- Known for delivering innovative design solutions that consistently drive impressive results, enhancing user satisfaction and product adoption.

Experience

Dubizzle Labs (OLX, Dubizzle, Zameen.com & Bayut)
Senior Product Designer • Full Time • Feb 2022 - Present

- Led the revamped enterprise Saas to a new-style user experience, boosting **user engagement by 100%** while managing 50+ data points on one page.
- Captured **50%** of the user base for OLX Motors, created features with complete user research and experience.
- Transformed a web dialler into an intuitive app, achieving a **5x growth** increase and a **2x success rate** for tasks. Initiated daily-use, user-friendly features for enhanced usability.
- Implemented a design system for internal SaaS products, leading to a **40% increase** in design consistency and a **25% improvement** in product performance.
- Implemented a structured UX design process, including persona research and usability testing for strategicproduct decisions. Managed feedback backlog, creating effective loops for improved user satisfaction, reduced bounce rates, and enhanced product adoption.

Design Bay (Product Partner Company)
Founder & Product Designer • Contract • Sep 2023 - Present

- Collaborated to enhance product experiences, addressing user flow challenges through strategic redesign, resulting in a **50% improvement** in user engagement.
- Led the design of a comprehensive platform for medical students, incorporating advanced features. Collaborated closely with the development team to deliver a cost-efficient product from inception.

Gharelu (Cloud Kitchen)
Co-Founder • Jan 2021 - Mar 2022

- Supervised and managed product lines, conducted thorough user and market research, informing targeted and effective product strategy decisions.
- Earned recognition as the "**Winner at TakeOff Pakistan 2020 (by Popcorn Studio), receiving an investment offer.**"

Certifications

UX Design Foundation Uxcel	**Design Accessibility** Uxcel	**AI for Product Management** Pendo.io	**Product Analytics** Pendo.io
Foundations of User Experience Design Google	**Conduct UX Research and Test Concepts** Google	**Foundations: Data, Data Everywhere** Google	**& Many More** ↗ Linkedin

Tools & Skills

Figma	Illustrator	Photoshop	After Effects	Miro	Asana
Expert	Expert	Proficient	Competent	Competent	Expert