

# Uneeb Ahmad

## UI/UX Designer



### About

UI/UX Designer with 6+ years of experience in design systems, visual design, and user-centered product design for SaaS platforms. Since 2024, focused on independent product design and UX practice in Germany, including end-to-end design of Drawbble and a research-led city platform project through the XDi UX Design Program.

### Experience

#### Career Break – UX & Product Design January 2024 - Present | Erfurt, Germany

Designing Drawbble, a drawing habit app, from concept to high-fidelity prototype. Shaping UX strategy and design system ahead of App Store launch.

Completed the XDi UX Design Program, culminating in SmartHill, a research-led UX project about designing a mobile-first city tourism platform.

#### Phrase | UI/UX Designer July 2021 - December 2023 | Hamburg, Germany

Built icon and illustration libraries for the Syntax Design System, standardizing visuals across 6+ SaaS products.

Designed the Syntax logo as part of a broader brand identity effort.

Scaled Figma component libraries and documentation in close collaboration with PMs and engineers, improving handoff efficiency by 30% and achieving 95% UI consistency across products.

#### Q-Sensei | UI/UX Designer April 2020 - April 2021 | Erfurt, Germany

Redesigned the analytics interface and company website, improving data visualization, navigation, and brand alignment.

Partnered with engineers and PMs to translate user research into interface decisions, boosting user satisfaction by 15%

#### Half full Studio | Visual Designer May 2018 - September 2018 | Lahore, Pakistan

Delivered branding, illustration, and animation work across 9+ client projects

#### Arbisoft | UI/UX Designer November 2016 - March 2018 | Lahore, Pakistan

Led design for Pakistan's first PyCon (500+ attendees), overseeing visual identity, materials, and event experience end to end.

Designed client products and internal tools that raised Arbisoft's global design presence and visibility.

#### Interacta | UI/UX Designer June 2014 - October 2016 | Lahore, Pakistan

Owned branding and UI design at an early-stage startup, increasing platform visibility by 40% and supporting early user acquisition.

### Contact

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### Education

2024 – 2025

**XDi – UX Design Program**

Germany

2024 – 2025

**German Language Studies**

Erfurt Center for Languages and Integration, Germany

2018 – 2020

**Masters in Integrated Design**

Hochschule Anhalt, Germany

2011 – 2016

**Bachelors in Architecture**

COMSATS Institute of Information Technology, Pakistan

### Skills

#### UI/UX Design

Design Systems, Visual Design, Interaction Design, Wireframing, Prototyping, Iconography, Accessibility, Usability Testing, User Research

#### Tools

Figma (incl. AI features & Figma Make), Adobe Creative Suite (Illustrator, Photoshop, After Effects), Midjourney, Miro

#### Other

Branding, Art Direction, Illustration, AI Design Workflows, HTML/CSS, Dev Handoff, Documentation

#### Languages

English (Fluent), German (B1), Urdu and Punjabi (Native)