

Sameer Ul Haq

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Summary

Product Designer with 6 years of experience architecting high-complexity enterprise platforms, B2B SaaS ecosystems, and AI-driven workflows. Adept at translating dense technical systems into intuitive, user-centered interfaces. Strong focus on bridging user needs with business goals through robust information architecture, scalable design systems, and cross-functional engineering collaboration.

Skills

- **Product & UX Design:** Information Architecture (IA), Scalable Design Systems, Usability Testing, Rapid Prototyping, Wireframing, Human-Centered Design, Accessibility Standards (WCAG), Cross-Functional Leadership.
- **Prototyping & Technical Handoff:** React TypeScript, HTML, CSS, Tailwind CSS, ShadCN UI, Material-UI (MUI), Bootstrap, Component-Driven Architecture, Design Tokens (JSON).
- **AI & Technical Tools:** Claude AI, Pencil.dev, Prompt Engineering, Figma, FigJam, Miro, Adobe Creative Cloud, Jira, DevOps.
- **Product Strategy & Analytics:** Google Analytics, Microsoft Clarity, B2B SaaS Ecosystems, Dual-Sided Marketplaces, Identity & Access Management (IAM), RTL Localization.

Experience

Melior ITS

Islamabad, PK

Associate Team Lead – UX UI

Jul 2023 – Present

- Architected the end-to-end UX and UI for VDK360, a centralized enterprise management platform. Translated complex Microsoft Azure workflows into an intuitive hub for IAM, tenant control, and centralized ticketing, driving high internal adoption and significantly reducing access management support requests.
- Designed a comprehensive event management SaaS ecosystem for VDK Happiness. Delivered a custom form builder, dynamic RSVP tracking, email design controls, and logistics management for transport and accommodation, driving a 70% increase in user engagement.
- Led a cross-functional team of 3 designers and 4 front-end developers, architecting a theme-based design system by defining base design tokens in Figma and exporting them via JSON to sync directly with engineering codebases.
- Accelerated product validation by leveraging Claude AI and Pencil.dev for rapid UI generation, transforming conceptual workflows into interactive, high-fidelity prototypes and production-ready front-end components (Tailwind, ShadCN).
- Directed end-to-end UX for VDK X-Sell, an internal opportunity-sharing platform. Quantified impact by tracking closed internal opportunities via Microsoft Clarity, achieving a 90% reduction in external freelance hiring costs across the VDK Group.
- Designed conversational interfaces for complex LLM workflows (MonteurAI & GlobalTalk), mitigating AI hallucination risks with specialized UI patterns like contextual error-handling, inline source verification, and seamless human escalation.

Elityx (formerly known as Sae Logistics)

Remote, Saudi Arabia

Senior UX UI Product Designer

Aug 2021 – Jun 2023

- Overhauled the end-to-end UX for Sae's logistics ecosystem. Measured interface optimization through Google Analytics and Microsoft Clarity, proving a 50% increase in customer-side engagement and a 70% increase in admin operational efficiency.

- Architected complex Right-to-Left (RTL) interface layouts tailored specifically for Arabic-speaking demographics across driver mobile apps and warehouse management software (WMS).
- Partnered with Saudi Ground Services (SGS) to design a dual-sided booking platform. Engineered a local state-saving mechanism that cached user inputs offline and automatically resynced upon reconnection for on-the-road drivers in low-connectivity zones.

Dzine-Media

Faisalabad, PK

UX UI Product Designer

Aug 2020 – Jul 2021

- Defined complex e-commerce user flows and redesigned a multi-sided educational platform, developing a unified admin panel for order management, financial tracking, and dynamic writer assignment.

Rapidev DMCC

Islamabad, PK

Web Designer

Mar 2019 – Jun 2020

- Designed enterprise-level smart-tech platforms, including a learning management system and a smart street-light control application, aligning physical IoT interactions with modern digital UX standards.

Education

National University of Science and Technology (NUST)

Islamabad, PK

Bachelors of Science in Computer Science

2020