

Syed M. Hamza

Senior Product Designer

[Portfolio](#) , [Linkedin](#)

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EXPERIENCE

digital.enterprises, Pakistan/Qatar — Senior Product Designer

Feb 2025 – Present

- Second hire at an early-stage startup building a B2B MRO platform for Qatar's \$4Bn energy sector. Design-led prototypes became the primary sales tool, helping onboard multiple enterprise partners and secure a \$200,000 QRDI grant.
- Delivered the complete high-fidelity design system for the platform — procurement, auctions, reservations, supplier journeys — which became the sole demo tool that closed enterprise partners as well as used by the developers for POC sandbox building.
- Co-facilitated service design workshops and usability testing sessions with enterprise clients alongside the Product Manager, turning real-world procurement friction into actionable design improvements.
- Worked with the Product Manager to document existing procurement workflows across enterprise buyers and designed the to-be platform experience spanning 5 procurement scenarios.
- Contributed to the enterprise buyer onboarding questionnaire alongside the Product Manager, capturing end-to-end procurement processes as the foundation for workflow design.
- Collaborated with the Product Manager to define stakeholder personas across the buyer-supplier ecosystem, informing feature prioritisation and UX direction.
- Integrated AI and LLMs into the design workflow for rapid prototyping, journey mapping, and feature extraction, reducing design turnaround time by an estimated 3–4x.

Coreplus AU, Remote — Product Designer

Oct 2022 – Feb 2025

- Coreplus is a leading Australian healthcare company, which provides practice management software to around 20k users across various B2B clients, ranging from public to private institutions.
- Revamped the ShadCN UI system, optimizing for the v2 needs and UK launch, which significantly reduced code redundancies and increased design consistency by around 90% across all platforms.
- Implemented design tokens for code reusability.
- Utilized figma for rapid prototyping to facilitate product discovery and long term product strategy
- Partook efforts in defining Acceptance Tests and QA'd design implementations to ensure accuracy with respect to the provided designs.
- Partook efforts in documenting the design requirements at the EPIC level, rigorously broke down designs to CSS level for better understanding of devs
- Regularly participated with the cross functional team across all Scrum ceremonies.

Avanza Solutions, Remote — Product Designer

Feb 2021 – Feb 2022

- Avanza is a leading fintech company, providing B2B banking solutions specifically in the payments space.
- Reimagined the entire ATM reconciliation journey, amalgamating various moving bits and pieces into a single functional flow.
- Utilized Figma and HTML for dynamic prototyping for the product demos.
- Co led the UI development with the Lead developer
- Tailored Onboarding process for each prospective client based on their specific needs.

Koderlabs, Karachi,PK — UI/UX Engineer

Aug 2019 - Jan 2021

- Initiated User Research to offer a superior UX journey to Swift Chat users.
- Complete UI revamp across all platforms and initiated new features for the Swift Chat.
- Crafted their landing page through wordpress for improved SEO and reach.
- Utilized React native to build responsive apps for all the targeted platforms.
- Consulted on UI for 5 separate client projects, working along with the dev team.

EDUCATION

University of Karachi, BS(Software Engineering)

Feb 2015 - Feb 2019, Karachi (PK)

SKILLS

Design:

Visual design, design systems, Information architecture, interaction design, wireframes, user flows, user journey flows, competitive analysis, heuristic analysis, prototyping, responsive web

Collaboration:

Self-starter, Communicative, Detail Oriented, Team player

Tools & Frameworks:

Figma, Fig-jam, Adobe XD, HTML/CSS, Webflow, Framer, React/React Native(UI), Jira, Asana, Confluence, Notion, Zeplin

LANGUAGES

English (Fluent), Urdu(Native)