# Syed M. Hamza

**Senior Product Designer** · Karachi, Pakistan

+923332232986 · smhamzame@gmail.com · Portfolio · LinkedIn

## Experience

### digital.enterprises — Senior Product Designer

Pakistan / Qatar · Feb 2025 – Present

Founding product designer (second hire) on ADAPT, an AI-powered MRO procurement marketplace for Qatar's $4Bn energy sector.

- **Took ADAPT from idea to proof of concept in about 6 months.** My prototypes and pitch decks were used in every client pitch, helping sign **MoUs with 2 enterprise clients** and win a **~$200K Qatar government R&D grant** (QRDI).
- **Mapped the procurement workflows of 2 enterprise clients**, working with the PM through interviews and review sessions. Redesigned the process so work done over email and Excel now happens in one place.
- **Led the design of the product's main AI feature**, making it clear why the AI suggests each supplier so users trust it and act on it.
- **Validated the redesigned workflows with client teams** through usability testing, using their feedback to improve the product.
- **Used AI (Claude) to ideate and build features fast**, turning each feature idea into a quick working version to explore and test it. This made design work **about 3–4x faster**.
- **Brought every feature together in Figma** as one connected prototype, built on shadcn/ui, the same component library the developers used. This kept the UI consistent and made the app faster to build.

### Coreplus AU — Product Designer

Remote · Oct 2022 – Feb 2025

Leading Australian healthcare company. Its practice management software serves around 20k users across public and private B2B clients.

- **Revamped the shadcn/ui design system** for v2 and the UK launch, cutting duplicate code and improving design consistency by **about 90%** across all platforms.
- **Set up design tokens** so code could be reused.

- **Prototyped quickly in Figma** to support product discovery and long-term product strategy.
- **Helped define acceptance tests** and QA'd builds to make sure they matched the designs.
- **Helped write design requirements** at the epic level, breaking designs down to CSS detail for developers.
- **Worked with the cross-functional team** in all Scrum ceremonies.

### Avanza Solutions — UI/UX Designer

Remote · Feb 2021 – Feb 2022

Leading fintech company building B2B banking solutions for payments.

- **Redesigned the full ATM reconciliation journey**, bringing many scattered steps into one simple flow.
- **Built interactive prototypes** in Figma and HTML for product demos.
- **Co-led UI development** with the lead developer.
- **Tailored onboarding** for each new client based on their needs.

### Koderlabs — UI/UX Engineer

Karachi, PK · Aug 2019 – Jan 2021

- **Started user research** to improve the experience for Swift Chat users.
- **Redesigned Swift Chat's UI** across all platforms and launched new features.
- **Built the landing page** in WordPress to improve SEO and reach.
- **Built responsive apps in React Native** for all target platforms.
- **Advised on UI for 5 client projects**, working with the dev team.

## Education

**University of Karachi** — BS, Software Engineering

Karachi, PK · Feb 2015 – Feb 2019

## Skills

- **Product & UX:** End-to-end product design, B2B / enterprise SaaS, 0-to-1 products, user research, usability testing, workflow mapping, user journeys, task flows, information architecture, interaction design, prototyping

- **AI:** Designing AI features users can trust, AI-assisted prototyping, ideation, design and secondary research (Claude)
- **Design systems:** Design systems, design tokens, shadcn/ui, design QA, developer handoff
- **Ways of working:** Cross-functional teams, Agile / Scrum, client pitches and demos
- **Tools:** Figma, Framer, Claude, HTML/CSS, React / React Native, Jira, Confluence

## Languages

English (Fluent) · Urdu (Native)