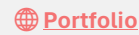# Afeeza Ali
Product (UX UI) Designer

Product Designer with a proven track record in fast-paced scale-ups, designing and delivering business-critical features for SaaS B2B and B2C environments. With a strong foundation in computer engineering and AI/ML research, I excel at bridging technology, business, and UX. Skilled in crafting user-centric solutions by applying Human-Centered Design (HCD) methodologies, prototyping, and leveraging design system guidelines within Agile environments. Experienced in collaborating with subject matter experts across global cross-functional teams.
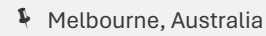
🌐 **Portfolio**

in **LinkedIn**

Publications

✉ afeezaali.au@gmail.com

📍 Melbourne, Australia

Full working rights in Australia

No sponsorship required

📞 0426 371 844

Work Experience

Product Designer – Apromore
May 2024 - Present, Melbourne

- Collaborating closely with the **Head of Product Design**, Chief Product Officer and Engineering lead to re-design business critical features of a market leading process mining **SaaS**.
- Responsible for complete redesign of the performance dashboard, a flagship feature, from a **legacy experience to a sleek, modern design**.
- Led the design and maintenance of a scalable **design system** from **atoms to pages** ensuring a successful handover to the front-end development team.
- Creating and maintaining **Jira cards** to streamline collaboration and task management for both design and engineering teams.
- Responsible for designing the growth strategy of Apromore AI (**integrated LLM**).
- Proven success working in fast-paced Agile environments with **global teams across multiple time zones**, including designers, developers, and stakeholders.

UX/UI Designer – DSIGNS Australia
Oct 2022 - May 2024, Sydney

- Led stakeholder collaboration sessions to align the UX/UI Design strategy with business strategy and objectives, directly reporting to the CEO of the **Web Design Consultancy**.
- Redesigned and elevated the digital experience of small business websites and ecommerce to improve the **customer conversion rate**.
- Led market research through competitor analysis resulting in **targeted UX recommendations** to address business needs and creating USPs for clients.
- Collaborated with C - suite executives from client side to gather requirements and set project objectives for the client's **B2C** product.
- Conducted **usability tests** on prototype apps, outlined **user personas**, mapped user journeys, and generated ideas through ideation with the team.
- Designed Minimum Viable Products (MVPs) and presented UX UI artifacts to the **Development** Team, ensuring a seamless handover of mock-ups.

Technical Researcher (AI ML) - Pattern Analysis & Machine Intelligence Lab
Jun 2020 - Sep 2022, India

- Conducted **literature survey** for **50+ scientific papers** to study state-of-the-art technology and identified problem areas in existing technology.
- Conducted extensive hands-on research and execution using **AI/ML tools.**
- Developed **novel techniques** that outperform state-of-the-art results in the field of biometric security.
- **Published** and presented **3 papers** in international journals and conferences.

Teaching Assistant - Dept. Of Comp. Sci. Engineering, IIT Indore
Jan 2021 - Jun 2022, India

- Collaborated with **senior professors** to conduct lab and classroom sessions.
- Directed technical lectures and workshops **mentoring 60+ engineering** students for **3 advanced** courses.

Achievements

- Secured **All India Rank 1907** in common **engineering** entrance exam with 400K+ applicants.
- Elected as President of Computer Science Department Association (Grad) leading initiatives that fostered collaboration among students and faculty.
- Best Outgoing Student Award (Grad).

Skills

Design System - Built and maintained scalable design system improving design-to-development efficiency and reducing inconsistencies
Human-Centered Design (HCD) - Implemented design thinking methodologies for business critical projects improving usability metrics and increased accessibility for diverse user groups.
Prototyping & User Testing - Created interactive prototypes to test with business stakeholders and diverse participant groups, uncovering actionable insights for product improvements.
Cross-Functional Collaboration - Experience working in fast paced Agile environments with designers, developers, and stakeholders to align design strategies with business goals.

Tools & Technology

Figma - Designed and delivered 100+ wireframes and high-fidelity interactive prototypes
Jira - Created and managed Jira cards with detailed acceptance criteria, including interaction logics, and design specifications, to ensure alignment between design and development teams
HTML/CSS - Applied a solid conceptual understanding of front-end development to collaborate effectively with developers
AI/ML - Leveraged a robust foundation in AI/ML, gained through hands-on research and development, to design innovative solutions.

Certifications

- UX/UI Transform, AcademyXi, Sydney
- Mizko's Figma Master Class, Designership
- Google's Professional UX Course, Coursera

Education

- **Master of Computer Engineering - Indian Institute of Technology Indore**
  Jun 2020 - Sep 2022, India
- **Bachelor of Computer Science Engineering -** Srinivas Institute of Technology
  Jun 2015 - Jun 2019, India

Arts and Literature

- Oriental Dancer at Banjara School of Dance (Certified at Advance Level).
- Proficient in five languages including English as my first language.