



Muhammad Ismaeel

Sr. Product Designer

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[Dribbble](#) ↗

[Linkedin](#) ↗

[Website](#) ↗

Quick Summary

I'm Ismaeel, a Product Designer with 6+ years of experience. I create simple and user-friendly websites, SaaS and mobile apps that solve real problems. I believe in keeping things easy to use. From research to design, my goal is to make experiences smooth and enjoyable for users. I work closely with teams to design solutions that help both the brand and the users. I'm always excited to take on new creative projects and connect with others who love great design.

Read my article about ['How to Apply Psychology for UX/UI Designs That Users Love'](#)

Professional Experience

2017 — 2020

On Site • Lahore



Glowingsoft Technology [Visit Site](#) ↗

Sr. UX/UI Designer

- Designed user-friendly websites and mobile apps, improving user experience and engagement.
- Conducted research and usability testing to create intuitive and visually appealing designs.
- Collaborated with developers and stakeholders to deliver high-quality digital products.
- Successfully completed 120+ projects with a 4.9 rating.

2021 — 2023

Remote • United Kingdom



Ethics Logic [Visit Site](#) ↗

Sr. Product Designer & Creative Director

- Led the design and creative direction for digital products, focusing on user experience.
- Developed innovative design strategies, improved brand identity and user engagement.
- Collaborated with cross-functional teams to deliver high-quality, user-focused solutions.
- Successfully completed 90+ projects with a 4.9 rating



See Next Page



Last Updated: February 10th, 2025

2017 — Onward

Remote •  Freelance Platform

 **Fiverr** [Visit Profile ↗](#)

Freelance UX Designer

- Completed 150+ Projects
- Relationship building and scaling design business
- 4.9/5.0 out of 150+ Projects

2019 — Onward

Remote •  Freelance Platform


 **Upwork** [Visit Profile ↗](#)

Freelance UX Designer

- Completed 5+ Projects
- Relationship building and scaling design business
- 5.0/5.0 out of 5+Projects

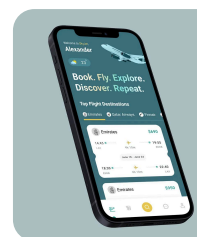
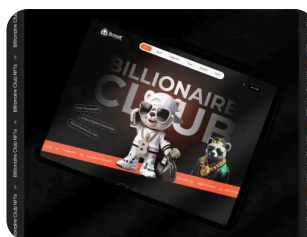
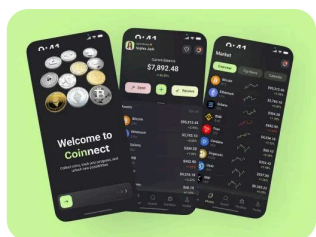
Key Projects

To better understand my approach towards problem solving and arriving at a design, please review my full cycle case studies.

 Case Studies

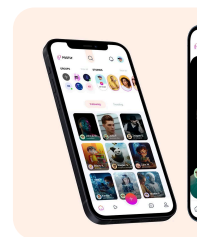
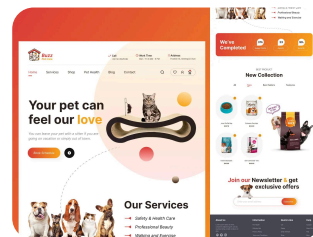
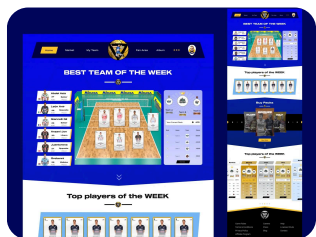
2021-2024

Sneak peek from my time as a Product Designer.



2017-2020

Sneak peek from my time as a UX/UI Designer.



Academic Profile

2019 — 2023

On Site •  Lahore

Bachelors of Science (Computer Science)



Lahore Leads University, Lahore

→ Chartered by Punjab Government, recognized by HEC Pakistan.

The principal seat of Lahore Leads University is in Lahore, with campuses in various locations.

2024

Remote •  Islamabad

Beyond The Screen Ultimate UX UI Design Training



Kasim Guru

→ Online Certification Platform

I completed the course from Kasim Guru School, with its platform offering expert-led design education.

→ Reference letter(s) can be provided upon request

My Expertise

UX • UX Method

- User Research
- Information Architecture
- User Interview
- Persona Development
- Journey Mapping
- Wireframing
- Prototyping

UI • Visual Design

- UI Design
- Design Consistency
- Design System
- Typography & Colors
- Component Design
- Interaction Design
- Usability Testing

Tools • Stacks

- Figma
- Adobe XD, PSD, AI
- Balsamic
- Notion
- Jira
- Zoom / Google Meet
- Microsoft D365