SAIF ANWER KHAN

Product Design Lead · UI/UX · Business Analysis · Digital Product Strategy

Karachi, Pakistan +92 314 1222330 | +92 306 2621447 Saif.7a4f@gmail.com
linkedin.com/in/saif-anwer-khan saif.stitchnhide.com

EXECUTIVE SUMMARY

Product Design Lead with 8+ years of experience in product design, UI/UX, business analysis, digital product strategy, and design leadership. Experienced in translating business requirements into FSDs, user flows, wireframes, prototypes, and high-fidelity UI for web, mobile, e-commerce, and business applications. Skilled in leading design teams, collaborating with business and development teams, solving complex UX problems, and supporting end-to-end product delivery. Strong combination of product thinking, visual design, technical understanding, and AI-assisted design workflows.

CORE PRODUCT DESIGN & UX EXPERTISE

Product Design & Strategy · UI/UX Design · User-Centered Design · Business & Requirements Analysis · Functional Specification Documents (FSDs) · User Flows & Process Mapping · Wireframing & Prototyping · High-Fidelity UI Design · Mobile & Web Application Design · E-commerce UX · Usability & UX Optimization · Design Systems & Visual Design · Design Handoff & QA · Product & Design Leadership · Design Team Management

EXTENDED DIGITAL, TECHNICAL & BUSINESS EXPERTISE

Graphic Design & Branding · Presentation & Pitch Deck Design · Website Design & Development · WordPress & Shopify · HTML, CSS, Bootstrap, JavaScript & jQuery · PHP, MySQL & Laravel · Domain, Hosting & Website Management · Email Marketing & HTML Email Templates · Digital Marketing & Social Media Design · Business Systems & Workflow Solutions · Technical Documentation & Development Coordination · AI-Assisted Design & Digital Workflows · ChatGPT, Gemini, Claude, UX Pilot & Stitch · Adobe Creative Suite, Figma & Canva · InDesign, PowerPoint & Google Slides

PROFESSIONAL EXPERIENCE

Creative Lead

Sep 2025 – Present

Hastech Private Limited — Karachi, Pakistan

- Lead a design team across UI/UX, graphic design, web, presentations, digital products, and visual communication projects.
- Manage the design workflow from project requirements and initial concepts through design review, refinement, quality control, and final delivery.
- Translate project briefs and business requirements into wireframes, user flows, high-fidelity UI designs, FSDs, presentations, websites, and digital solutions.
- Remain hands-on with complex and time-sensitive projects while guiding team members, reviewing deliverables, and resolving design and UX challenges.
- Collaborate with sales, production, and technical teams to clarify requirements, structure project scope, allocate design work, and support successful delivery.

- Use AI-assisted workflows and modern design tools to accelerate ideation, prototyping, visual development, and first-draft production.
- Contributed to significant growth in the company's Upwork project operation, with monthly revenue increasing from approximately $3K–$4K to an average of $9K–$10K during tenure.

Head of Product & Design Strategy

Oct 2024 – Aug 2025

Zenith Flow Tech — Karachi, Pakistan

- Led the product design lifecycle from initial sales requirements through business analysis, product structuring, FSDs, user flows, wireframes, high-fidelity UI, and development handoff.
- Analyzed incomplete business requirements and converted them into structured product workflows, user roles, features, and documented specifications.
- Created FSDs, process flows, wireframes, prototypes, and high-fidelity interfaces for web and mobile products.
- Collaborated with sales, production, project management, and development teams to clarify requirements and communicate product and design decisions.
- Led the design team, assigned tasks, reviewed deliverables, managed workflow, and maintained design quality across projects.
- Supported product decisions by identifying usability issues, simplifying complex workflows, and recommending practical UX and implementation improvements.
- Led the product design work for Canna Lala — multi-platform e-commerce marketplace with customer/rider mobile apps and an admin web panel.
- Created the project's initial proposal, product structure, 89-page FSD, process flows, wireframes, and high-fidelity UI covering 70+ screens.

Senior Digital Consultant

Aug 2024 – Aug 2026

AvidHaus Pvt Ltd — Remote / Part-Time

- Provide ongoing digital and technical support across websites, e-commerce platforms, email systems, social media, and internal digital products.
- Maintain and support Shopify, WordPress, PHP/Laravel websites, domains, hosting, and business email systems.
- Design UI/UX solutions, Figma templates, HTML email templates, and digital assets for multiple brands.
- Manage email marketing workflows using Zoho and support social media content and campaign requirements.
- Guide designers and support internal digital products including CRM, HRM, email, and communication systems.

Software Architect

Jul 2024 – Oct 2024

Progziel Technologies Pvt Ltd — Karachi, Pakistan

- Translated client requirements into functional specifications, process flows, wireframes, and UI designs before development.
- Created FSDs and documentation to establish product requirements and obtain approval before development.
- Designed user interfaces and documented screen actions, routes, and functional requirements for development teams.
- Collaborated with developers to explain requirements, workflows, specifications, and design decisions.
- Led design activities across UI/UX, graphic design, social media, presentations, and documentation.

Manager, Design Department
Jul 2021 – May 2024

Bizz World Communications — Karachi, Pakistan

- Provided strategic direction, mentorship, and guidance to the design team.
- Led the creation of 100+ website UI designs using Photoshop and Figma.
- Developed branding materials including logos, business cards, and company profiles.
- Designed print graphics and promotional materials including posters, flyers, and brochures.
- Managed design quality and supported the team across digital and print design requirements.

Lead Graphics & UI/UX Designer
Jul 2020 – Jul 2021

Bizz World Communications — Karachi, Pakistan

- Designed and developed intuitive website interfaces focused on usability and user experience.
- Created website UI designs using Photoshop and Figma.
- Supported UI/UX and visual design requirements across digital projects.

Senior Graphics Designer
Jan 2020 – Jul 2020

Bizz World Communications — Karachi, Pakistan

- Managed print and digital graphic design requirements for promotional and marketing materials.
- Designed posters, flyers, brochures, and other visual communication assets.

Vector Artist
Jul 2019 – Dec 2019

Bizz World Communications — Karachi, Pakistan

- Created and refined vector artwork using Adobe Illustrator.
- Specialized in vector tracing and conversion of artwork into production-ready vector graphics.

Lead UI/UX Designer
Oct 2023 – Dec 2023

Fame Business Solutions — Project-Based

- Led UI/UX design from concept through execution for digital projects.
- Managed the UI/UX design of FameWheels.com, translating business requirements into structured user experiences and interface designs.

Lead Web Designer
Dec 2022 – Sep 2023

Orhan Digital — Remote / Part-Time

- Led web design projects and guided the sales team on UI/UX and visual design requirements.
- Supported client detailing, design strategy, project planning, and delivery.

Teacher, Graphics & UI
Jan 2024 – Mar 2024

Aptech Surjani Campus — Karachi, Pakistan · Part-Time

- Taught practical graphic and UI design using Photoshop, Illustrator, and Figma.
- Guided students through practical design exercises, interface creation, and visual design principles.

Computer Courses Trainer
Mar 2018 – Jun 2019

Computer Collegiate — Karachi, Pakistan

- Taught web design, graphic design, and web development through practical training.
- Covered Photoshop, Illustrator, HTML, CSS, Bootstrap, JavaScript, jQuery, PHP, and WordPress.

SELECTED PROJECTS

Canna Lala — Multi-Platform E-commerce Marketplace

- Led product design from initial business requirements through FSD, process flows, wireframes, prototypes, high-fidelity UI, and development handoff.
- Designed customer and rider mobile applications and an administrative web panel covering 70+ screens.
- Created an 89-page Functional Specification Document defining product workflows, features, roles, and system requirements.
- Proposed UX and product improvements including simplified workflows, AI-assisted rider data capture, dark/light mode, and attendance functionality.

iSavvy — Personal Finance Platform

- Designed a complex personal finance platform with 250+ screens.
- Conducted product and domain research to understand financial workflows and translate business requirements into structured user experiences.
- Developed product flows, wireframes, UI designs, and supporting documentation from early concept through the design phase.

Internal CRM, HRM, Communication & Business Systems

- Contributed to the design and supervision of internal CRM, HRM, email, chat, attendance, billing, salary, bonus, KPI, commission, and operational workflows.
- Helped structure business processes and digital workflows to improve transparency, reduce manual work, and support day-to-day operations.
- Guided the development team and supported product decisions across multiple interconnected internal systems.

Raksha Intelligence Futures — Geopolitical Fractures Report 2026

- Independently designed a 70-page research report in InDesign from a text-based brief with limited design direction.
- Restructured content into a clear page and chapter hierarchy and developed visual systems, charts, statistics, summaries, icons, and supporting graphics.
- Used AI-assisted workflows to accelerate visual development and created an HTML5/FlipHTML5 digital publishing solution.
- Delivered the project within 10 days and supported subsequent digital design work for the client.

RideMate — Mobile Application

- Independently researched and structured an incomplete product concept and created 48 mobile application screens within 36 hours.
- Developed branding, user flows, interface designs, and an interactive prototype.
- Translated an unclear initial concept into a structured digital product experience under a highly compressed timeline.

27-Pitch Deck Project

- Designed and branded 27 presentation decks, averaging approximately 12 slides per deck.
- Developed reusable presentation templates and slide masters to maintain consistency across multiple decks.
- Completed the project in approximately 20 days against an initial two-month timeline.

LEADERSHIP & MANAGEMENT EXPERIENCE

- Lead and mentor design teams across UI/UX, graphic design, web, presentation, and digital product projects.
- Assign tasks based on team capabilities, project requirements, priorities, and delivery timelines.
- Review design work, provide constructive feedback, maintain quality standards, and support team members in solving complex design challenges.
- Coordinate between sales, design, production, project management, and development teams to translate business requirements into actionable design solutions.
- Lead design workflows from project intake and requirement analysis through execution, review, refinement, and final delivery.
- Identify workflow inefficiencies and recommend practical improvements to improve project quality and delivery speed.
- Balance team capacity, project priorities, deadlines, and quality requirements when planning design work.
- Mentor junior and mid-level designers and provide guidance on design tools, UX processes, visual quality, and project execution.

TOOLS & TECHNOLOGIES

Design & Prototyping: Figma · Adobe Photoshop · Adobe Illustrator · Adobe InDesign · Adobe XD · Canva · UX Pilot · Stitch · Miro · Lucidchart · Draw.io

AI & Digital Workflows: ChatGPT · Google Gemini · Claude · UX Pilot · Stitch with Google · AI-Assisted Design · AI Image Generation · AI-Assisted Prototyping

Web & Development: HTML · CSS · Bootstrap · JavaScript · jQuery · PHP · MySQL · Laravel · WordPress · Shopify

Product & Business: Business Analysis · Requirements Gathering · FSDs · User Flows · Process Mapping · Product Documentation · Development Handoff · QA Coordination

Digital Marketing & Communication: Brevo · Zoho · GetResponse · Email Marketing · HTML Email Templates · Social Media Content · Digital Campaign Design

Presentation & Visual Communication: Microsoft PowerPoint · Google Slides · Pitch Decks · Branding · Data Visualization · Infographics · Reports · Print Design

Web & Infrastructure: Domain Management · Hosting Management · Website Maintenance · Email Systems

EDUCATION

MSc — Master of Science (Starting End of 2026) — Expected 2026 – 2028
University — To be confirmed

Bachelor of Science in Computer Science — 2017 – 2021
Federal Urdu University of Arts, Science & Technology (FUUAST)

Intermediate in Pre-Engineering — 2013 – 2016
Government College 5-L, Karachi

Matriculation in Computer Science — 2000 – 2012
Lal Qila Grammar School, Karachi

CERTIFICATIONS & COURSES

- UI Master Certification — Figma (Jun 2021 – Aug 2021)
- English Language Course — Aptech Karachi (Sep 2023 – Nov 2023)
- Web Design & Development — Computer Collegiate (Sep 2017 – Feb 2018)

AWARDS & RECOGNITION

- **2023** — 50% Sponsored Tour, Fame Business Solution (Dec 2023)
- **2021** — Employee of the Year, Bizz World Communications; awarded a Suzuki 150cc motorcycle for outstanding performance
- **2020** — Sponsored Pakistan Tour, Bizz World Communications (Dec 2020)
- **2019** — Laptop Award, FUUAST, for achieving a 3.7 GPA
- **2019** — Appreciation Certificate, Bizz World Communications
- **2018** — 1st Position, Web Design & Development, Computer Collegiate

ADDITIONAL INFORMATION

Languages: English, Urdu
Professional Focus: Product Design, UI/UX Design, Business Analysis, Digital Product Strategy, Design Leadership, Digital Solutions
Work Preference: Remote, Hybrid, or On-site