MOHAMMAD DANISH IMAM



Senior Product Designer (UX/UI) | Design Systems | AI Product Design

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Visa: UAE Visit Visa | **Immediately Available** | Nationality: Indian

PROFESSIONAL SUMMARY

Senior Product Designer with 12+ years in digital products: 6+ years in UX/UI and product design, built on 5+ years as a front-end UI developer. Designs user-centred B2B and B2C products across e-commerce, enterprise SaaS, AI and fintech, leading end-to-end from user research, information architecture and user flows to wireframes, interactive Figma prototypes, design systems and developer handoff. Reduced survey drop-off by 30% and increased user engagement by ~20% through research-led, data-driven design. Most recently evaluated AI-generated UI/UX for Figma's AI design models. Skilled in WCAG 2.2 accessibility, Arabic/English RTL layouts and close collaboration with product managers and engineers in Agile teams.

CORE SKILLS

- **UX Research & Strategy:** User research, usability testing, user interviews, stakeholder workshops, personas, customer journey mapping, competitive analysis, Jobs-to-be-Done, heuristic evaluation, A/B testing, data-driven design
- **Product & Interaction Design:** End-to-end product design, information architecture, user flows, wireframing, rapid prototyping, interactive prototypes, high-fidelity UI design, visual design, mobile app design (iOS, Android), responsive web design, dashboard design
- **Design Systems:** Design tokens, component libraries, Figma variables and auto layout, style guides, design QA, developer handoff, Material Design, Apple Human Interface Guidelines (HIG)
- **Accessibility & AI:** WCAG 2.2, inclusive design, Arabic/English RTL layouts, AI product design, AI-generated UI/UX evaluation, human-in-the-loop feedback
- **Tools:** Figma, FigJam, Adobe XD, Adobe Photoshop, Jira, Label Studio, HTML5, CSS3, Bootstrap
- **Ways of Working:** Agile / Scrum, cross-functional collaboration, stakeholder management, design reviews
- **Domains:** E-commerce (B2B, B2C), enterprise SaaS, admin panels, AI products, Fintech

PROFESSIONAL EXPERIENCE

AI Design Curator – UX

Figma – Contract | Remote | **Mar 2025 – Jun 2026**

- Led heuristic evaluation of AI-generated UI/UX designs against usability, WCAG 2.2 accessibility and human-centred design criteria; structured feedback fed directly into AI model training.
- Built rubric-based UX evaluation frameworks and quality standards with AI engineers and researchers, improving inter-rater reliability across reviewers.
- Owned annotation and design QA of visual AI model outputs in Label Studio, strengthening training data for AI design models.

Senior Lead UX/UI Designer

ANS Commerce | Gurugram, India | **Sep 2022 – Dec 2024**

- Led end-to-end product design for B2B and B2C e-commerce products, from discovery and user research to high-fidelity UI, prototyping and developer handoff.
- Designed both B2B and B2C products, including the SJ Panel mobile survey app, balancing business goals with user needs across web and mobile.
- Shipped a rewards system for the SJ Panel app that increased user engagement by ~20%.

- Ran user interviews and stakeholder workshops, turning insights into design decisions that resolved key usability pain points; partnered with product managers and engineers through design reviews and design QA.

Senior UX/UI Designer
Unimrkt Health | Gurugram, India | **Nov 2020 – Sep 2022**

- Redesigned survey and data-collection user flows based on user and stakeholder interviews, reducing survey drop-off by 30%.
- Translated business requirements into wireframes, prototypes and responsive, mobile-first, accessible UIs (Bootstrap 4+) with product managers, with design QA across devices and browsers.

UI Developer
Girnarsoft | Gurugram, India | **Apr 2015 – Sep 2020**

- Built responsive HTML5/CSS3 interfaces for high-traffic web products, improving page load times and running cross-browser and cross-device QA before every release.

Web Designer
Wserve Technologies | Gurugram, India | **Nov 2014 – Apr 2015**

- Converted PSD designs into responsive HTML/CSS websites and maintained live sites.

Trainee Web Designer
Zn Softech | Delhi, India | **Feb 2014 – Oct 2014**

- Updated live websites and built responsive, mobile-first HTML/CSS pages from PSD designs.

EDUCATION

B.Tech, Computer Science and Engineering
Magadh University | India | **2012**

ADDITIONAL INFORMATION

- **Languages:** English (Professional), Hindi (Native)
- **Preferred Locations:** Dubai, Abu Dhabi, wider UAE and GCC