MD DANISH IMAM

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

New Delhi, India – Relocating to UAE (Dubai / Abu Dhabi) | **+91 70421 92283** (Phone / WhatsApp) |
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linkedin.com/in/md-danish-imam-609791a7 | **Portfolio: danishgah.com**
12+ years experience (7 yrs UX/UI design · 5 yrs HTML/CSS) | Immediate joiner | Indian national | Visa: UAE visit visa (employment visa sponsorship required)

PROFESSIONAL SUMMARY

Senior Product Designer with 12+ years in digital products: 7 years in UX/UI and product design, built on 5 years as a UI developer in HTML/CSS. I design scalable, accessible products across fintech, e-commerce, energy, healthcare, enterprise SaaS and AI, leading end-to-end from user research and information architecture to high-fidelity prototypes, design systems and developer handoff. My front-end background means designs that engineers can build.

Most recently, I evaluated AI-generated UI/UX for Figma's AI design models, building rubric-based assessment frameworks and human-in-the-loop feedback that improved output quality. Track record includes a 30% reduction in survey drop-off and a ~20% lift in mobile app engagement. Seeking a Senior or Lead Product Designer role in the UAE.

KEY SKILLS

- **UX Research & Strategy:** User research, usability testing, stakeholder interviews, Jobs-to-be-Done, heuristic evaluation, A/B testing, North Star metrics
- **Product & Interaction Design:** End-to-end product design, information architecture, user flows, wireframing, prototyping, high-fidelity UI, mobile-first and responsive design
- **Design Systems:** Design tokens, component libraries, design QA, developer handoff, Material Design, Apple HIG
- **Accessibility & Localization:** WCAG 2.2, inclusive design, RTL-aware layouts (Arabic / English)
- **AI Product Design:** AI-generated UI/UX evaluation, rubric-based assessment, human-in-the-loop feedback, data annotation (Label Studio)
- **Enterprise & Fintech:** Executive dashboards, admin panels, intranet portals, wealth management UI
- **Front-end:** HTML5, CSS3, Bootstrap, responsive and cross-browser build

PROFESSIONAL EXPERIENCE

Freelance Product Designer | Remote | Jul 2026 – Present
- Designed an MD-level executive dashboard for GNA Energy, consolidating operational, production and commercial KPIs into one decision-making view.
- Delivered an interactive Figma prototype with drill-down flows and a reusable chart, card and table component set, signed off by stakeholders before development.

AI Design Curator – UX | System Soft Technologies (Client: Figma), USA – Remote | Mar 2025 – Jun 2026
- Led heuristic evaluation of AI-generated UI/UX designs against usability, WCAG 2.2 and human-centred design criteria; structured feedback fed directly into model training.
- Built rubric-based evaluation frameworks with AI engineers and researchers, raising consistency of assessment across the review team.
- Owned annotation and design QA of visual model outputs in Label Studio, strengthening training data for AI design models.
- Set evaluation standards with engineering that improved inter-rater reliability across reviewers.

Senior Lead UX/UI Designer | ANS Commerce Pvt. Ltd., Gurugram, India | Sep 2022 – Dec 2024
- Led end-to-end product design for B2C and B2B e-commerce products, including the SJ Panel mobile survey app.
- Shipped a rewards system for SJ Panel that increased user engagement by ~20%.
- Ran user interviews and stakeholder sessions, turning research into design decisions that resolved key usability pain points.
- Partnered with product and engineering through design reviews and developer handoff.

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

- Redesigned healthcare and survey flows based on user and stakeholder interviews, reducing survey drop-off by 30%.
- Translated business requirements into interaction design in close partnership with product managers.
- Built responsive, mobile-first, accessible UIs with Bootstrap 4+, with design QA across devices and browsers.

UI Developer | Girnarsoft Pvt. Ltd., Gurugram, India | Apr 2015 – Sep 2020

- Built responsive HTML5/CSS3 interfaces for high-traffic web properties.
- Optimised code and assets to cut page load times, with cross-browser and cross-device QA before every release.

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

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

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

- Updated live websites and converted PSD designs into responsive, mobile-first HTML/CSS.

TECHNICAL SKILLS

- **Design Tools:** Figma, Adobe XD, Photoshop
- **Front-end:** HTML5, CSS3, Bootstrap
- **Research & Analytics:** A/B testing, Label Studio
- **Delivery:** Jira, Agile / Scrum

EDUCATION

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

PERSONAL DETAILS

Nationality: Indian
Current Location: New Delhi, India
Visa Status: UAE visit visa (employment visa sponsorship required)
Notice Period: Immediate
Languages: English (Professional), Hindi (Native)
Preferred Locations: Dubai, Abu Dhabi; open to wider GCC