

# M Sufyan Ali

## Senior Product Designer

**Email** Sufyan1142@gmail.com  
**Phone** +92 348 4673102  
**Portfolio** sufyan.framer.website  
**LinkedIn** linkedin.com/in/msufyanali  
**Location** Lahore, Pakistan  
**Status** Open to remote / relocation

## CORE SKILLS

UX Strategy  
User Research  
Information Architecture  
Interaction Design  
Figma Prototyping  
Design Systems  
Marketplace UX  
Product Analytics  
A/B Testing  
Accessibility

## TOOLS & TECH

Figma  
FigJam  
Adobe XD  
Photoshop  
Illustrator  
Miro  
HTML / CSS  
Ant Design  
Agile / Scrum

## PROFILE

Senior Product and UX Designer with 8+ years across e-commerce, fintech-adjacent products, enterprise SaaS, and marketplace platforms. I turn complex workflows into clear product experiences, lead research-informed UX strategy, build scalable design systems, and connect design decisions to engagement, conversion, efficiency, and business KPIs.

## EXPERIENCE

### NETSOL Technologies - Senior Product Designer - May 2025 - Present

Lahore, Pakistan

Lead UX strategy and end-to-end product design for enterprise B2B leasing and automotive finance platforms.

- Defined journeys, interaction models, prototypes, and high-fidelity Figma interfaces for complex operational workflows.
- Partner with product managers, engineering, and stakeholders to translate business requirements into validated flows and implementation-ready specs.
- Contribute reusable design system components and guidelines to improve consistency across enterprise applications.

### Daraz, Alibaba Group - Senior Regional Product Designer - Mar 2023 - Mar 2024

Singapore / Regional

Owned Buyer Growth design initiatives for a regional marketplace across multiple South Asian ventures.

- Shipped 30+ features to products serving 30M+ users across Coins, Influencer Hub, Live Commerce, Search Ads, Seller Center, PDP improvements, and gamification.
- Increased seller engagement by 20% by simplifying seller growth experiences, campaign tools, and marketplace participation flows.
- Contributed to 15% revenue growth and 25% design system efficiency gains through iterative UX updates, reusable patterns, and clearer documentation.

### InvoZone Pvt Ltd - UI/UX Designer / Digital Designer - Dec 2020 - Feb 2023

Lahore, Pakistan

Designed client and internal products across SaaS, AI, health tech, EdTech, travel, banking, blockchain, CRM, and e-commerce.

- Created personas, information architecture, user flows, wireframes, prototypes, dashboards, SaaS tools, and landing pages.
- Converted ambiguous product ideas into intuitive navigation, clear workflows, and implementation-ready UI systems for international clients.

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Photoshop  
Illustrator  
Miro  
HTML / CSS  
Ant Design  
Agile / Scrum

## CERTIFICATIONS

- Data-Driven Product Research and Design
- Using AI in the UX Design Process
- UX Foundations: Interaction Design
- Critical Thinking

## LANGUAGES

**English** Fluent - IELTS B2  
**Japanese** JLPT N5  
**Urdu** Native  
**Spanish** Conversational  
**German** Basic A1

## Contegris Pvt Ltd - UI/UX Designer / Digital Designer - Apr 2019 - Dec 2020

Lahore, Pakistan

Led product, brand, and digital design work for internal platforms and external brand experiences.

- Designed interfaces and digital assets for CRM, ICT, banking, logistics, e-commerce, automotive, government, NGO, and enterprise client platforms.
- Improved company LinkedIn visitor traffic by 35% and engagement by 20% through clearer brand presentation and stronger visual communication.

## SELECTED PROJECTS

### Daraz Coins Loyalty

Designed loyalty surfaces and reward mechanics for repeat buyer behavior, habit formation, and marketplace growth experiments.

- Mapped earning moments, reward visibility, redemption paths, empty states, and campaign surfaces so buyers could understand value quickly.

### Live Commerce & Influencer Hub

Created flows connecting sellers, influencers, and buyers through content creation, live interaction, and social commerce surfaces.

- Designed creator and seller participation flows for content submission, campaign discovery, live commerce participation, and marketplace promotion.

### Seller Center & Search Ads

Simplified seller campaign setup, bidding, product visibility, marketplace participation, and performance-oriented promotion tools.

- Restructured seller-facing flows for promotion management, bidding decisions, product visibility, setup steps, and performance feedback.

## EDUCATION

Riphah University, Islamabad - BS (Hons) Software Engineering | 2013 - 2018