

# Abdul Salam Afsal

User Experience/Interface (UX/UI) & Product Designer

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An intent-driven product & UI/UX Designer with 6+ years of experience across AI and e-commerce products, impacting 100K+ users and enabling £1M+ in revenue. Recognized for driving accessible, research-driven design methods, setting up design systems from scratch, and delivering improved user experiences through seamless micro-interactions and fluidic interfaces.

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## Professional Experience

### Unineed - Product Designer | Glasgow, UK

*Sep 2023 – Present*

- Warehouse staff were able to scale up their picking and packing efficiency by around 30% daily, through the launch of an android app that was designed by myself, in collaboration with the engineering team and the Product Manager.
- The daily lives of sales, marketing, buying & customer service teams made easier through the implementation of several personalised features and customisable UI options via user research.
- 40+ B2B shipments transported every week through the Shipments feature, ideated and designed by myself, in collaboration with the engineering team and the Product Manager.
- Redesigning and rebranding a consumer-facing ecommerce website as well as a new design system, for an improved user experience through the analysis of several UX data points.
- Implemented a continuous testing and feedback loop, using user data and performance metrics to iterate on features post-launch and maintain a seamless customer experience.

## **Qrata.ai - Product Designer | Mumbai, India**

**May 2021 – Feb 2023**

- Worked on the redesign, strategy and launch of a disruptive talent intelligence platform currently used by more than 100,000 people.
- Interviewed more than 100 job-seekers across the country to gain an understanding of the problem space.
- Devised the product strategy and roadmap, brought ideas to life and worked on rebranding the Product, alongside the co-founder.
- Designed user journeys, wireframes, service blueprint maps and high-fidelity mockups working closely with the engineering and Talent team.
- Redesigned the website for job-seekers and businesses, prioritising based on research data. Implemented a design system from scratch and helped the developers build a new asset library.

## **Streamoid.ai - UI/UX Designer | Bangalore, India**

**Jan 2020 – Dec 2020**

- Designed and redesigned several fashion-related products, serving high-end fashion clientele.
- Delivered enterprise-level design solutions for AI-driven complex platforms in collaboration with product owners and engineers.
- Took ownership and implemented product updates optimising the end user experience for our colleagues.
- Established consistent design principles and standardised visual language across products and marketing content.
- Utilized heat maps and user activity recordings to analyze performance and improve user experience.

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## Skills

User Interviews, Usability Testing, Surveys, Prototyping, Design Thinking, User Journey Maps, Competitor Analysis, Customer & Market Insights, Visual Design, Quantitative Research, Customer Needs Analysis, Lean UX, Heatmap Analysis, Design Thinking Workshop Facilitation, Continuous Discovery & Delivery, Design Systems, App Design, Heatmap Analysis

## Tools

Figma, FigJam, FigMake, ChatGPT, Adobe Photoshop, Adobe Illustrator, Adobe XD, Microsoft Clarity, Google Analytics, MouseFlow, HotJar

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## Education

### **Conestoga College, Canada**

Masters – Interaction Design | GPA: 3.8/4.0 | Jan 2022 – Dec 2022

### **SSN College of Engineering, India**

Bachelor of Engineering | Jun 2013 – Jun 2017

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## Languages

English

Tamil

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## Certificates

Web3 Basics

TCPS2 CORE Certificate

Customer Experience: Journey Mapping

Interaction Design: Dashboards & Visualization

UX Foundations: Logic & Content

Brand Strategy for Designers

UX Deep Dive: Analyzing Data

