MUHAMMAD MAAVIA

Product Designer | UX/UI Design & Design Systems

Open to Remote Work Worldwide & International Relocation

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PROFESSIONAL SUMMARY

Product designer with 7+ years leading and executing UX/UI work across healthcare, proptech, fintech, and consumer social products. Skilled in taking ambiguous problems from research through shipped, high-fidelity UI, building design systems that scale, and partnering closely with product and engineering to ship on time. Experienced mentoring designers and leading small design teams, equally comfortable operating as a senior individual contributor. Portfolio and case studies: mmaavia.com.

CORE SKILLS

Product Strategy • UX/UI Design • Interaction Design • Design Systems • Web & Mobile Product Design • Responsive Design • User Research & Usability Testing • Cross-Functional Collaboration • Prototyping (Figma, Figma Make, Sketch) • Stakeholder Management • AI-Driven Product Development • AI-Assisted Design & Prototyping (Claude, Cursor) • Accessibility & Compliance Design • Team Building & Mentorship

PROFESSIONAL EXPERIENCE

Co-Founder & CEO — AISYS Digital *May 2026 – Present | Pakistan*

- Co-founded an AI-first software studio: custom software, AI and automation, product design, and enterprise systems (aisys.digital)
- Lead the studio from first concept to live production, with a team that includes product design and QA

Product Design Consultant — DPL *Feb 2025 – Nov 2026 | Tampa, FL (Remote)*

- Set design direction for the iApartments proptech platform, powering 50,000+ units across properties in 37 states, from early discovery through shipped UI
- Translated user research and stakeholder input directly into design decisions
- Maintained design system integrity and partnered closely with engineering through implementation
- Peer feedback average of 4.4/5 across 102 colleague reviews on DPL's Ngage platform, with 5.0 in Leadership & Management

Design Team Lead (Part-time) — Fellow Health Partners, Inc. *Jan 2025 – Mar 2026 | Great River, NY*

- Led a 5-person cross-functional team (designers and front-end developers) delivering UI/UX for Savi, a new medical billing product, converting complex revenue-cycle management (RCM) workflows into interfaces clinicians, patients, and operations teams could use without training
- Directed the full design lifecycle: research, wireframing, high-fidelity UI, prototyping, and developer handoff
- Established the team's first scalable design system, reducing design-to-development friction
- Embedded usability testing and accessibility standards into the team's default workflow
- Partnered with Product, Engineering, and QA to deliver against compliance-heavy healthcare requirements

Product Designer (UI/UX), Contract — Blingram *Feb 2025 – May 2025 | Dubai, UAE*

- Sole product designer for a creator-economy social app covering short video, LIVE, tips, paid chats and calls, plus its admin web portal and web landing page
- Owned the experience from the first brief to developer handoff, working directly with the founders on scope, speed, and roadmap tradeoffs
- Designed 800+ screens and 70+ flows in 4 months, with the MVP designed in the first 4 weeks; live on the App Store and Google Play since October 2025

UX Lead — Xgrid.co *Jan 2024 – Feb 2025 | Islamabad, Pakistan*

- Directed UX strategy for enterprise clients including Cisco and Alkira (sole designer for Xgrid's main client), end-to-end from user research through high-fidelity design
- Ran a design workshop for Xgrid's website redesign with up to 8 designers and marketing stakeholders; won the Creative award in Xgrid's internal design challenge for the Xgrid.co Revamp
- Ran UX audits, including a heuristic evaluation of the Xgrid website, that directly shaped design decisions
- Sole designer of Project X, a confidential training platform for a national defense academy, built from scratch
- Mentored a team of 4 designers, raising the bar on craft and consistency

Senior UI/UX Designer — DPL *Jan 2022 – Jan 2024 | Islamabad, Pakistan*

- Delivered product design for enterprise and SaaS clients including iApartments, Ngage, Alnair, National Janitorial Solutions (NJS), and CarPal under strict quality standards
- Led and managed design output across multiple concurrent client products
- Delivered work on the iApartments account strong enough to lead to a dedicated placement with the client
- Partnered with development teams through UAT and detailed QA cycles

SELECTED WORK

Full case studies at mmaavia.com/work.html

- **iApartments**: resident app, site-team app and admin portal for an intelligent-apartments platform (50,000+ units, 37 states, company-reported)
- **Blingram**: creator-economy social app, 800+ screens in 4 months, live on the App Store and Google Play
- **Hysab Kytab**: personal finance app in English, Roman Urdu and Urdu, 175 screens, 500K+ Google Play downloads
- **Pairboard**: AI task manager. Brand, marketing website and web app, all live in under a month
- **Alkira**: brand guidelines v2.0 and 180+ social post designs as the sole designer at Xgrid
- **Project X**: confidential training management platform for a national defense academy, 218 screens, 13 role dashboards

ADDITIONAL EXPERIENCE

UX Designer, Tkxel — Oct 2021 – Dec 2021
Freelance UX/UI Designer, Fiverr — Aug 2019 – Oct 2021
Full Stack Designer, IDEATE Innovation — Apr 2020 – Sep 2021 (front-end: HTML, CSS, JavaScript, WordPress)
Junior UI/UX Designer, IDEATE Innovation — Aug 2019 – Mar 2020
UI/UX Designer, SPORFORYA — May 2020 – Aug 2020
UX/UI Designer, Tech Spiders — Apr 2019 – Jul 2019

CERTIFICATIONS

- Claude Code in Action — Anthropic
- Building with the Claude API — Anthropic
- Introduction to Model Context Protocol — Anthropic
- Introduction to Agent Skills — Anthropic
- Enterprise Design Thinking Co-Creator — IBM
- Enterprise Design Thinking Practitioner — IBM
- Visual Elements of User Interface Design — Coursera
- UX Design Fundamentals — Coursera

EDUCATION

B.S., Software Engineering — Abasyn University (2015 – 2019)

LANGUAGES

English (Professional Working Proficiency) • Urdu (Native)

HONORS & AWARDS

Rising Star Award — IDEATE Innovation (2020); Commitment and Contribution badges — DPL (2024); Milestone Achieved badge (team), iApartments — DPL (2026); Creative award — Xgrid design challenge (2024)