Umer Waseem

UI/UX Designer | Product Designer

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SUMMARY

UI/UX and Product Designer designing digital products for startups and agencies since 2017. Experience across UX, UI, user research, prototyping and usability testing.

Sectors: fintech, blockchain, Web3, AI, SaaS, marketing and e-commerce.

SKILLS

Design: UI/UX Design, Product Design, User Experience, User Interface, Visual Design, Web Design, Mobile App Design, Wireframing, Rapid Prototyping, Responsive Design, Design Systems, User Research, Usability Testing

Tools: Figma, Adobe Creative Cloud, Webflow, Framer, WordPress (page builders), Shopify, HTML/CSS, Midjourney, Cursor, v0

Collaboration: Jira, Trello, Notion, Asana

GIS: QGIS, ArcGIS, Google Earth Engine, Python

EXPERIENCE

Shift Manager | **Pepes** | Dec 2025 – Nov 2026

Senior UI/UX and Product Designer | **Designfix** | May 2023 – Sep 2025

Web3, AI, Agency

- Served as lead product designer for websites and mobile apps for fintech, blockchain, Web3 and AI clients.
- Owned **20+ projects** end to end, from introductory meeting to final developed website.
- Designed the Deep Dive wellness app, reaching **300+ downloads in its first week** on the App Store and Google Play.

UI/UX and Graphic Designer | **Luna PR** | Sep 2021 – May 2023

Marketing, Crypto, Web3, Startup

- Redesigned and launched the company website, increasing customer retention by **21%**.
- Achieved average customer product growth of more than **35%**.
- Designed and collaborated on websites and rapid social media collateral for **80+ projects**.
- Created pitch decks, websites, branding and social media content deliverables.

UI/UX Designer | **Webmeisters Co** | Aug 2017 – Aug 2021

Software House, Design/Dev

- Collaborated with a cross-functional team to create end-to-end product design solutions.
- Led the design team to develop UX strategies, wireframes and early prototype testing.
- Improved company product documentation, UX interactions and visual design.
- Planned and documented product features and client product launches.

UI/UX and Graphic Designer (Internship) | **Niku Solutions** | Jan 2017 – Jul 2017

Web and Mobile Dev, Agency

- Started design career with UI/UX for mobile apps and websites.
- Collaborated with the NSol team to design custom web apps in transportation, hospitality and recreation.
- Provided graphics for marketing and social media collateral, including ad designs.

Teacher Assistant | **University of Gujrat** | 2015 – 2017

University, Computer Sciences

- Helped teachers across a range of subjects to optimise teaching experience and sessions.

EDUCATION

MRes, GIS and Remote Sensing | University of Brighton | Sep 2025 – Sep 2026

BS, Information Technology | University of Gujrat | 2012 – 2016

Focus: Human Computer Interaction, Web Design and Multimedia Systems.

CERTIFICATIONS

- Google Foundational UX Design
- WAIPHH Virtual Cohort, 2021

PROJECTS

Produktivity | Notion and printable templates

Catalogue of Notion and print-ready planner and journal templates for productivity and self-help.

Medium Publications | Umer "Pyrologist" Waseem

Writing about motivation design and its impact on everyday life.