

SULTAN FAROOQ

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PROFESSIONAL SUMMARY

Senior Product Designer with 4+ years of experience in end-to-end product design, design systems, and user research. Expertise in user-centered design, interaction design, and accessible digital experiences across SaaS, AI, and enterprise platforms. Led cross-functional teams to deliver data-informed design solutions that improved user engagement by up to 45% and reduced onboarding drop-off by 20%. Proficient in Figma, Adobe XD, and Sketch with a strong foundation in front-end development (HTML, CSS, JavaScript) and design thinking methodology.

SKILLS

Tools: Figma, Sketch, Adobe XD, InVision, Axure, Framer, Balsamiq, Adobe Creative Suite (Photoshop, Illustrator), Zeplin, Miro, Banani, Antigravity, Codex

UX & Research: User Research, Usability Testing, User Interviews, User Personas, User Journey Mapping, Information Architecture, User Flows, A/B Testing, Design Thinking, User-Centered Design

UI & Visual Design: Visual Design, Interaction Design, Responsive Design, Mobile Design, Design Systems, Design Tokens, Wireframing, Prototyping, Typography, Micro-interactions, Motion Design, Accessibility (WCAG)

Technical: HTML, CSS, JavaScript, Python, Java, React, NextJS, Design Handoff, Storybook, Power BI, Data Visualization, AI/ML Product Workflows

Collaboration: Cross-Functional Collaboration, Stakeholder Management, Product Thinking, Agile/Scrum, Jira, Confluence, Asana, Trello, Design Presentations

EXPERIENCE

Product Designer / BI Developer

Dec 2024 – Present

Ontario Whole Energy (ONIT Energy) — Toronto, ON, Canada

- Developed **interactive data visualization dashboards** in Power BI analyzing energy consumption, customer trends, and pricing performance for 200+ commercial accounts.
- Redesigned client-facing portals using **user-centered design** methodology, improving visual clarity and task completion rates by 35% through iterative **usability testing**.
- Partnered with cross-functional teams (engineering, sales, operations) to deliver **data-informed design solutions** that increased customer engagement and operational efficiency.

Product Experience Designer (Contract)

Dec 2025 – May 2026

Botmer International — Sheridan, Wyoming, USA

- Led end-to-end UX design for a B2B product platform, conducting **user research and usability testing** with 30+ participants to identify pain points and inform design decisions.
- Created **wireframes, interactive prototypes, and high-fidelity UI mockups** in Figma, establishing a **design system** with 50+ reusable components for scalable product development.
- Collaborated cross-functionally with product managers and engineers in Agile sprints, ensuring **accessible (WCAG-compliant), responsive designs** with smooth design handoff via Zeplin.

AI Product Designer

Feb 2024 – Dec 2024

Aeyron — Remote

- Led a cross-functional team of 6 designers, developers, and PMs to ship **AI-enabled SaaS platforms**, integrating AI-driven personalization features that boosted **user engagement by 45%**.
- Partnered with data scientists to analyze user behavior through **A/B testing and user journey mapping**, translating insights into **design improvements that reduced support tickets by 25%**.
- Designed and optimized **Learning Management System (LMS) platforms** through **user persona development** and iterative usability testing with 80+ users, increasing platform adoption rates by 30%.
- Established **responsive, mobile-first design systems** with design tokens, ensuring WCAG accessibility compliance and consistent **design handoff** to development teams.

Product Designer

May 2022 – Feb 2024

Mech Solutions Ltd — Canada

- Managed the full **design lifecycle** for 3D printing and AI-powered eCommerce platforms, applying **design thinking** to improve onboarding flows that **reduced user drop-off by 20%**.
- Collaborated with Kodak to design **AI-driven imaging solutions**, creating **wireframes, user flows, and interactive prototypes** to ensure seamless integration of advanced features.
- Mentored 3 junior designers on UI/UX best practices and **design system governance**, improving team delivery velocity by 25% and cross-project consistency.
- Implemented **responsive, accessible design systems** (dark mode, neomorphic) with **micro-interactions and motion design**, boosting user conversion rates across product lines.

EDUCATION

Master of Data Science

2023 – 2025

Institute of Management Sciences, Peshawar, Pakistan

Coursework: Data Mining, Machine Learning, Data Visualization, AI, Big Data Analytics, Deep Learning

Bachelor of Software Engineering

2018 – 2022

Institute of Management Sciences, Peshawar, Pakistan

Coursework: Human-Computer Interaction, Web & Mobile Development, Game & Multimedia Design

CERTIFICATIONS AND WORKSHOPS

- **Google UX Design Professional Certificate** (UX Foundations, UX Design Process: Empathy, Ideation, Wireframing, Wireframes and Prototypes, UX Research and Testing, High-Fidelity Designs and Prototypes, Responsive Web Design, UX Design for Social Good)
- Enrolled in **Google Project Management Professional Certificate**.
- **Data Science Bootcamp** - atomcamp (Machine Learning, Deep Learning, Natural Language Processing) Credential ID: [52c3e1f7-a5f3-4692-b571-3045af2750ad](#)
- **Google Advanced Data Analytics Specialization** - (Foundations of Data Science, Python Programming, Data Insights, Statistics, Regression Analysis, Machine Learning, Capstone Project) Credential ID: [UXWWNRLBVPK6](#)
- **Google Data Analytics Specialization** - (Data Cleaning, Data Visualization, SQL for Data Analytics, Data Analysis with R, Presenting Data Insights) Credential ID: [CODTAW990KDH](#)
- **Google Business Intelligence Professional Certificate** - (Foundations of Business Intelligence, Data Models and Pipelines, Dashboards and Reports, Tableau, PowerBI, SQL, BigQuery) Credential ID: [1J0DTE4U9EOJ](#)
- **Web Design for Everybody: Web Development & Coding Specialization**
- Google IT Support Professional Certificate
- Google Fundamentals of Digital Marketing

KEY PROJECTS

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- **AI-Powered MVP App & Web** — Shaped user experience for an AI-driven MVP, collaborating with data scientists to translate model outputs into accessible, user-friendly interfaces using design thinking and iterative prototyping.
 - **SaaS Platform Redesigns** — Led end-to-end product design improvements for multiple SaaS platforms, using user research, journey mapping, and A/B testing to increase adoption by 40% and align with business goals.
 - **Data Visualization Dashboards** — Created responsive, accessible dashboards transforming complex AI insights into actionable visuals, enabling data-driven decision-making for cross-functional teams.

VOLUNTEER EXPERIENCE

- **Core Team Member** — GDG Live Pakistan (2024–Present): Organized developer community events, designed event branding and promotional collateral.
- **Lead Member** — Artificial Intelligence Community of Pakistan, IMS (2023–2024): Led AI-focused workshops and coordinated cross-functional community initiatives.
- **Microsoft Learn Student Ambassador (MLSA)** — IMS (2020–2021): Facilitated technical workshops on Microsoft tools and cloud technologies for 100+ students.
- **Core Member** — Google Developer Student Club (DSC), IMS (2020–2021): Contributed to hackathon organization and design mentorship programs.
- **Volunteer Designer & Coordinator** — The Blood Heroes (Jul–Sep 2020): Designed awareness campaign visuals and coordinated donor outreach.

Event Organizing Committee: IMHackathon 2024, Google DevFest Peshawar (2019, 2023), Hult Prize (2020, 2022, 2023), BusinessFest 2022, IMOlympiad 2022, Startup World Cup 2019, National Ability Festival 2019 (with ICRC)

REFERENCES

References available upon request.