Muhammad Saad Iqbal

Senior Product Design Consultant | Product Designer

Karachi, Pakistan | Open to Relocation

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Career Summary

Senior Product Design Consultant with 7+ years of experience designing enterprise platforms, digital services, and scalable product experiences across SaaS, government, and marketplace ecosystems. Experienced in end-to-end product design, translating complex business requirements into production-ready solutions, and shaping customer-centric experiences through cross-functional collaboration.

Core Skills

Product Design | Service Design | UX Research | Design Systems | SaaS Platforms | Enterprise Platforms

Government Digital Services | Information Architecture | Journey Mapping | Stakeholder Management |

Product Strategy | Design QA | Product Roadmap | Agile Methodology | Usability Testing | Accessibility |

User Insights | Product Lifecycle | Metrics-Driven Design | AI-Enabled Experiences | Figma

Work Experience

Senior Product Design Consultant | Systems Limited

Karachi, Pakistan | May 2025 - Present

- Led end-to-end TAMM-compliant service and dashboard design for Abu Dhabi Ports, managing discovery, stakeholder alignment, compliance approvals, design QA, and production readiness.
- Designed and mapped digital services aligned with TAMM experience standards, transforming business requirements into customer-centric service journeys.
- Contributed to Digital Dubai Authority through the design of Delegation as a Service (DaaS) for Dubai Now, including delegation workflows and supporting administration platforms.
- Designed Super Admin and Service Provider portals to manage delegation tracking, service onboarding, and operational workflows.
- Supported RTA digital initiatives through UX and service design contributions for the EPQ Portal.
- Supported pre-sales and solution design initiatives for enterprise and government opportunities.

Senior UX Designer II | Decojent

Mar 2022 - May 2025

- Led UX design across SaaS, enterprise, and mobile products.
- Built design systems and scalable workflows for complex platforms.
- Collaborated with clients and product teams from discovery to delivery.

Product Designer | National University of Computer & Emerging Sciences (FAST)

Oct 2021 - Mar 2022

- Led UX design for research-backed digital product prototypes focused on scalable system architecture.
- Structured user flows, information architecture, and validation testing for early-stage product concepts.
- Collaborated with cross-functional teams to translate research insights into functional interface designs.

Product Owner & Founding Member | Little Book Company

Dec 2020 - Mar 2022

- Founded and led the design of a zero-to-one eBook marketplace platform.
- Designed multi-sided user flows for authors and readers, including onboarding and purchase journeys.
- Built admin dashboards enabling content management and performance tracking.
- Replaced manual ordering workflows with a scalable eCommerce system, increasing sales 10x.

UX Designer & Product Developer | Ahmedgrafics & Computer Services

Jul 2019 - Oct 2021

- Led digital transformation initiatives for publishing and small business clients.
- Designed UX flows, wireframes, and high-fidelity prototypes across web and mobile platforms.
- Developed Android applications and managed deployment lifecycle.
- Delivered SaaS and eCommerce solutions aligned with business requirements.

Founder & Product Designer – TutorBay (Incubated at The Nest I/O)

Aug 2018 - Jun 2019

- Founded and led the development of an EdTech marketplace connecting students with nearby tutors.
- Selected for incubation at The Nest I/O, refining MVP through structured user research and mentor feedback.
- Designed end-to-end platform architecture including onboarding, matching workflows, and session management.
- Conducted validation surveys to define product-market fit and positioning strategy.
- Secured early-stage funding support through investor pitching and accelerator-backed programs.

Education

Master of Science in Computer Network Security

National University of Computer and Emerging Sciences (FAST-NUCES)

Jan 2022

Bachelor of Science in Computer Science

Usman Institute of Technology — Affiliated by Hamdard University

Feb 2019

Certification

UI UX Design Specialization

California Institute of the Arts — CalArts (Coursera)

Android Mobile Application Development — JAVA

Ap-Tech Education

Publication

Smart Tuition Finder: An Educational App and SDGs

Conference Paper at IEEE TALES 2019 Proceeding Publication Link

An ethical proof-of-authority blockchain framework for anti-corruption in public grant disbursement and fundraising: a multi-level governance and threat-modelled approach

Journal Paper at Frontiers in Blockchain - Blockchain for Good Publication Link