

Umar Farooq

Product Designer · UX Designer · Interaction Design

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Portfolio: tinyurl.com/portfolioumar · linkedin.com/in/umar-mrza

PROFILE

I design digital products and see them through to what people actually use. Over 6+ years I have worked across the full arc of product development, from user research and discovery to high fidelity design, design systems and developer ready handoff. My work spans enterprise SaaS and financial platforms, consumer apps used by millions, healthcare interfaces, and playful, game based experiences. I am driven by curiosity: I like taking a raw idea or business goal, stretching its possibilities, then consolidating it into something tangible, intuitive and engaging. I mentor designers, lead a design community in Amsterdam, and actively bring AI into both the products I design and the way I work.

EXPERIENCE

Lead UX / Product Designer · S&P Global, Capital IQ Pro

Jul 2024 to Present · Remote

Enterprise SaaS financial intelligence platform used by 20,000+ professionals worldwide.

- Own end to end product design for the core suite: financial dashboards, interactive charting and portfolio building, from discovery to production ready Figma assets.
- Designed a conversational AI interface enabling natural language querying of complex financial data, reducing time on task and improving discoverability.
- Shaped AI assisted features including intelligent summarisation, predictive analytics overlays and contextual recommendations.
- Built and maintain a design system across five product lines, creating and documenting components for designers and engineers (consistency KPIs up 35% quarter over quarter).
- Run research and experimentation (interviews, usability tests, A/B testing): a 12 month redesign lifted usability scores 40% and conversion 18%.
- Manage the design roadmap across a 12 month cycle, aligning five cross functional Agile teams with 96% milestone adherence.

Senior UX Consultant · Systems Limited

Apr 2021 to Jul 2024 · Lahore (clients across Middle East & SE Asia)

End to end UX and service design for enterprise clients across 10+ engagements, serving millions of users.

- Fintech and banking: designed flows, wireframes and high fidelity prototypes for E&Money (3M+ registered users), iPay Vodafone, Allied Bank (4M customers) and NBF Dubai, cutting verification drop off 20 to 25%, improving task completion about 15% and reducing input errors about 30%.
- Telecom CRM: designed agent facing systems for Digi Malaysia, Vodafone Qatar and STC Saudi Arabia (800 to 1,200 agents), reducing call handling time about 15% and agent onboarding about 20%.
- Government and smart city: led UX for TASMU Smart Qatar (national digital transformation serving 2.7M residents), Abu Dhabi Customs and Abu Dhabi Healthcare, delivering accessible, multilingual (Arabic and English, RTL aware) interfaces.
- Led and mentored a team of 5 designers over 2 years across government and enterprise programmes, running design reviews and ensuring consistency across workstreams.
- Built reusable design systems and component libraries, improving design to development handoff speed about 30%.
- Co facilitated design thinking and co creation workshops with senior stakeholders to frame problems and map service blueprints.

COMMUNITY & RESEARCH

Community Lead · Interaction Design Foundation (IxDF), Amsterdam Chapter

2025 to Present

- Lead the Amsterdam chapter of the world's largest UX education community (roughly 1,200 members), hosting about 12 events and workshops a year.
- Built partnerships with local studios, agencies and tech companies, and mentor early career designers on portfolios and career transitions.

Junior Researcher (Intern) · HDDP Lab, Amsterdam University of Applied Sciences

Jan to Jun 2026

- Applied design research: user studies, prototyping and research activities within the lab.

EARLIER ROLES

- UX Consultant · Ramped (United States, remote) · Feb to Apr 2024
- UI/UX Designer · WeLoveNoCode (United States, remote) · Sep 2021 to Aug 2022

- Product Designer · Softintex Studio (Lahore) · Aug 2020 to Mar 2021
- Web Designer · SocialBu (Lahore) · Feb 2019 to Nov 2019

EDUCATION

MSc Digital Design, Interaction Design · Amsterdam University of Applied Sciences (HvA) 2026

Thesis: a playful, collaborative facilitator game in existing third places, fostering belonging and recognition through shared memories.

BSc Computer Science, Minor in Human Computer Interaction · FAST National University of Computer & Emerging Sciences, Lahore

2020

Thesis: a Unity based 3D game for dyslexic children to enhance their learning experience.

SKILLS

Design: Product design · UX/UI · interaction design · service design · information architecture · wireframing · high fidelity UI · responsive design · WCAG accessibility

Research: User research · usability testing · A/B testing · heuristic evaluation · card sorting · personas · journey mapping · service blueprinting · data informed design

Systems & Delivery: Design systems and component libraries · developer handoff · Agile and Scrum · design leadership · mentoring · workshop facilitation · stakeholder management

Tools: Figma (advanced) · Protopie · Framer · Webflow · Adobe XD · Sketch · Illustrator · Photoshop · Miro · Zeplin · Jira · Notion · Unity (academic)

AI: Claude · ChatGPT · Perplexity · Replit · AI assisted research synthesis, microcopy and functional prototyping

CERTIFICATIONS

- Design Led Strategy: Design Thinking for Business Strategy & Entrepreneurship, University of Sydney (2024)
- Mobile Experience Certification, Google (2023)
- Enterprise Design Thinking Practitioner, IBM (2022)
- Data Driven Design: Quantitative Research for UX, Interaction Design Foundation (2021)

RECOGNITION & ADDITIONAL

Awards: Star of the Quarter 2022 (Systems Limited) · Dost Design Hackathon Winner

Patent: Display Screen with a Transitional Graphical User Interface

Languages: English (fluent, IELTS Academic Overall 6.5, CEFR B2) · Urdu (native) · Dutch (elementary, actively studying)

References: Available on request