LANGUAGES

- English
- Arabic
- Urdu

EDUCATION

B.A. Journalism, Mass Communication

University of the Punjab, Pak

E-Commerce, Digital Marketing

Edge System International, Pak

Web/Graphic Design

Boston College of Computer Sciences, Pak

CERTIFICATIONS

- Digital Retailing/e-Commerce
- User Experience Design Fundamentals
- UX & Web Design Master Course: Strategy, Design, Development
- Google Ads/AdWords Consultation

SKILLS

- Product Strategy & Roadmapping
- UX/UI Design for Web & Mobile Platforms
- User Research
- Data-driven Insights
- Design System Scalability
- API-based Platform Design
- AI & Automation-driven Experience Design
- Team Leadership
- Stakeholder Collaboration

TOOLS

- Figma, Figjam
- Adobe Photoshop
- Adobe Illustrator
- Adobe XD
- Adobe InDesign
- Adobe Animate
- MS Word
- MS Excel
- MS PowerPoint
- MS Planner

TEST & ANALYTICS

- Hotjar
- Google Analytics
- Google Tag Manager
- User Journey Mapping
- A/B Testing
- Usability Testing

CODING & FRAMEWORK

- HTML
- CSS
- WordPress

COLLABORATION

- Jira
- Monday
- Clickup
- Confluence

AI TOOLS

- Chat GPT
- DeepSeek
- Perplexity.ai
- Relume
- Figma Make
- Pagepilot.ai
- Lovable.dev
- Builder.io
- Google AI Studio
- NanoBanana

Rizwan Anwar

Senior Product Designer | Design Technologist | Design Systems Specialist

rizwananwar.site | rizwananwar.work@gmail.com | +971 56 564 1240

ABOUT ME

Senior Product Designer with 12+ years of experience designing scalable digital products across web and mobile platforms, primarily within the GCC region. Strong background in human-centered design, complex workflows, and enterprise systems, with hands-on experience shaping transactional, onboarding, and data-driven user journeys.

Known for translating business and technical requirements into clear, intuitive experiences that balance user needs, commercial goals, and operational constraints. Comfortable working in ambiguity, collaborating closely with product, engineering, analytics, and stakeholders to define problems, iterate solutions, and deliver measurable outcomes.

CORE COMPETENCIES

- Product Strategy & Roadmapping
- End-to-End UX/UI Design (Web & Mobile)
- Design System & Component Library Creation
- User Research, Usability Testing & Data-Driven Insights
- Wireframing, Prototyping & Journey Mapping
- Cross-Functional Collaboration (Product, Dev, Marketing)
- Fintech, SaaS & Dashboard Design
- Agile/Scrum Methodologies & JIRA

WHAT I DO?

- UX Research & Audit
- Competitor or SWOT Analysis
- Design Systems & Component Libraries
- Design Tokens
- Component Architecture API Design
- User Research & Usability Testing
- Wireframing, Journey Mapping, & UI Structure
- Heatmap Analysis

HOW I DO?

- Agile & Rapid Iteration
- Cross-functional Collaboration
- Figma, Prototyping & Interaction Design
- Cross-functional Collaboration (PMs, Devs, QA)
- Stakeholder Communication
- Presenting Ideas and Concepts
- Aligning UX with Brand Guidelines
- Accessibility Standards (WCAG)

EXPERIENCE

Product Designer

RAKEZ, Ras Al Khaimah / Dec 2024-Current

Responsibilities:

- Designed end-to-end user journeys for onboarding, payments, and service requests.
- Collaborated with vendors and internal stakeholders to define KPIs and ensure technical feasibility.
- Established a modular design system in Figma, standardizing UI components for consistency across platforms.
- Led user research, usability testing, and validation for key transactional journeys.
- Simplified complex data-heavy interfaces into intuitive workflows.
- Designed and optimized payment journeys, fee breakdowns, and service transactions with a strong focus on clarity and trust.

Key Decisions:

- Simplified onboarding and payment journeys by restructuring information architecture and flow logic.
- Introduced reusable components and layout standards to reduce design and development inconsistencies.
- Prioritised clarity and trust signals in payment and service flows for government users.

Outcomes:

- Reduced task completion time by 30% through optimized workflows.
- Accelerated development cycles by 25% through reusable design components.
- Increased overall usability and satisfaction for high-volume government services.

Lead UI/UX Designer

Etech Logics, Dubai / Jan 2023-Nov 2024

Responsibilities:

- Led UX strategy for enterprise CRM and ERP platforms used by internal teams and business clients.
- Owned dashboard design, data-heavy workflows, and complex system interactions.
- Acted as the bridge between business requirements and engineering execution.
- Conducted usability testing and iterative design improvements post-release.

Key Decisions:

- Simplified complex data management flows into task-based user journeys.
- Redesigned dashboards to improve scannability, hierarchy, and decision-making speed.
- Established UX patterns to reduce learning curves for new users.

Outcomes:

- Reduced onboarding and training time for enterprise users.
- Improved adoption and daily usage of internal systems.
- Delivered consistent, scalable UX across multiple enterprise products.

Sr. UI/UX Designer

edirect, Dubai / Feb 2022-Jan 2023

Responsibilities:

- Designed conversion-focused websites and landing pages for B2B and B2C clients.
- Conducted UX audits and identified friction points across customer journeys.
- Owned wireframes, UI design, and handoff to development.
- Worked closely with marketing teams to align UX with campaign goals.

Key Decisions:

- Reworked page structures and CTAs based on user behaviour and funnel drop-offs.
- Standardised UI components to maintain brand consistency across projects.
- Balanced visual design with performance and accessibility considerations.

Outcomes:

- Increased lead conversion rates across multiple client websites.
- Improved clarity and engagement through simplified layouts and messaging.
- Established repeatable UX best practices within the team.

UX/CX Designer

Al Futtaim Technologies, Dubai / Dec 2017-Nov 2019

Responsibilities & Tasks:

- Created information architecture and scalable design systems for multi-division platforms.
- Collaborated with marketing, IT, and product teams for cross-functional delivery.
- Conducted UX reviews and made iterative improvements based on analytics data.

Outcomes:

- Streamlined workflows for enterprise applications, enhancing user engagement.
- Delivered scalable design solutions that supported multiple business verticals.

EXPERTISE

Rizwan Anwar

From insights to impact, each case study reflects the deep thinking, creative energy, and collaborative hustle I bring to product design.

Highlight Projects

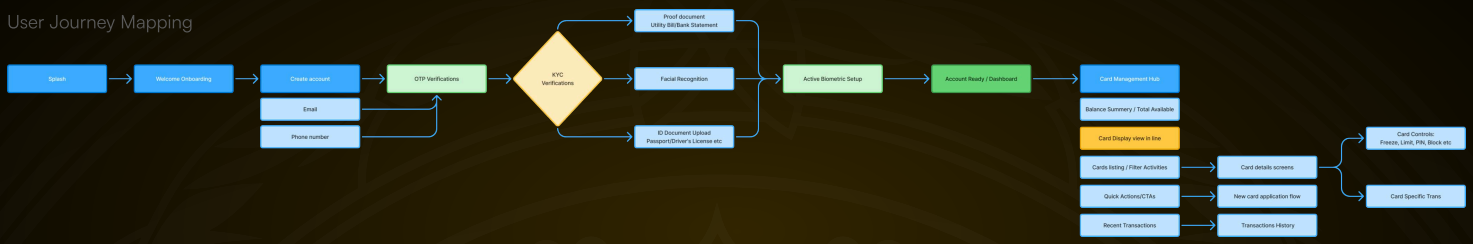
↓

RIZWAN ANWAR

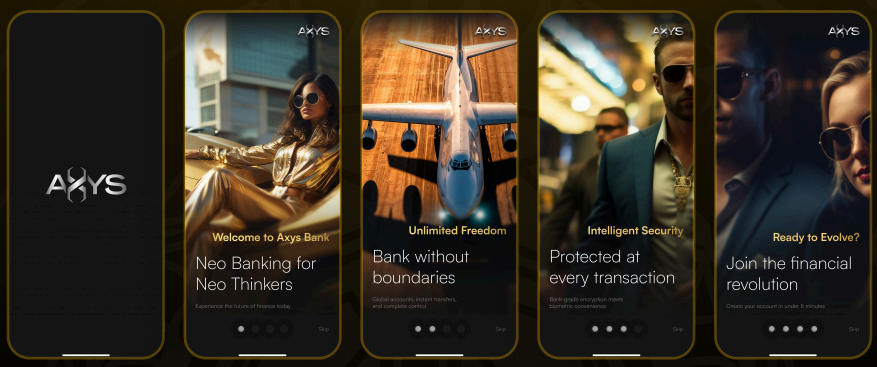
Axys Neo Bank product

The goal is to create a modern, seamless, and intuitive user experience while reflecting a luxury design aesthetic.

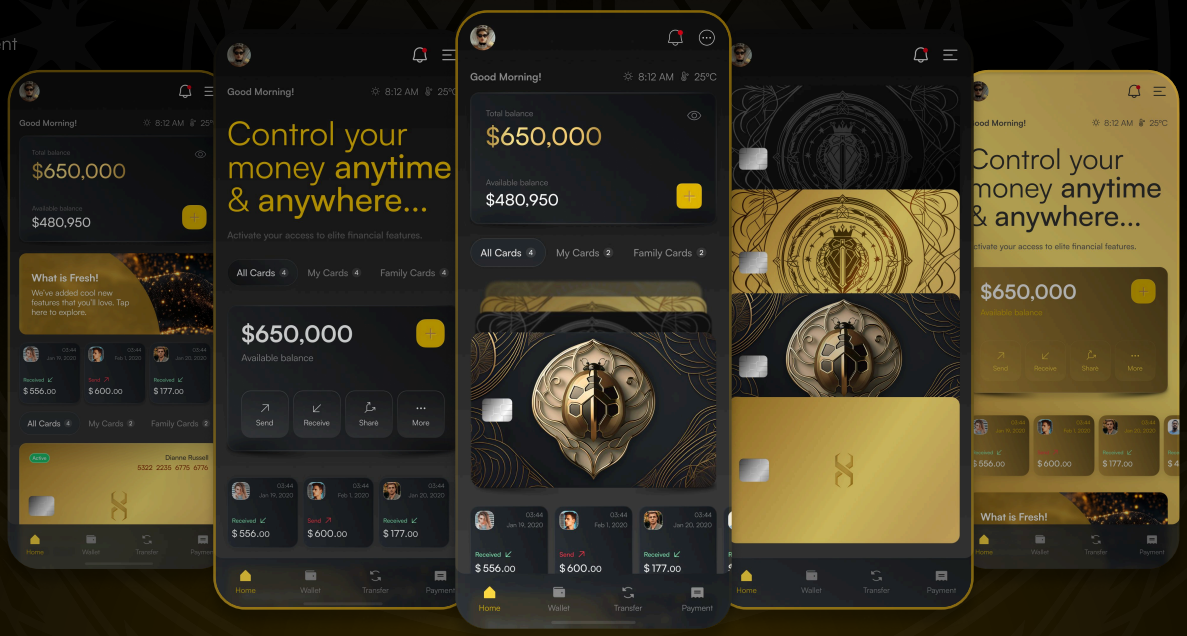
User Journey Mapping



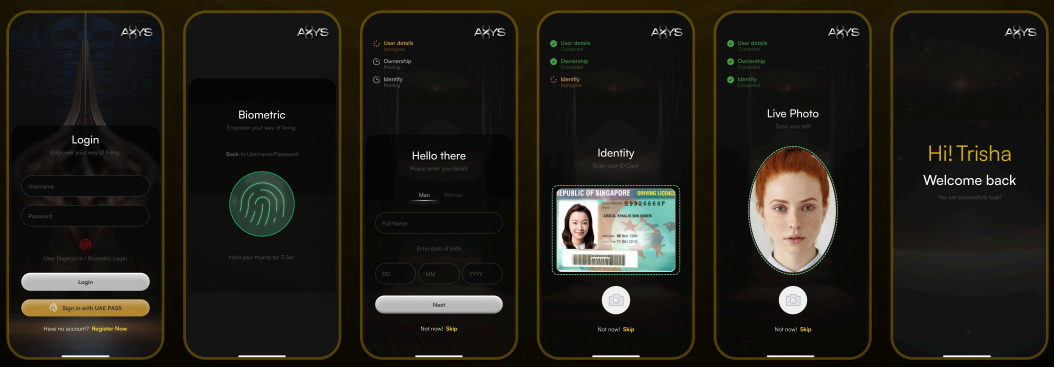
Onboarding



Product screens
Card Management



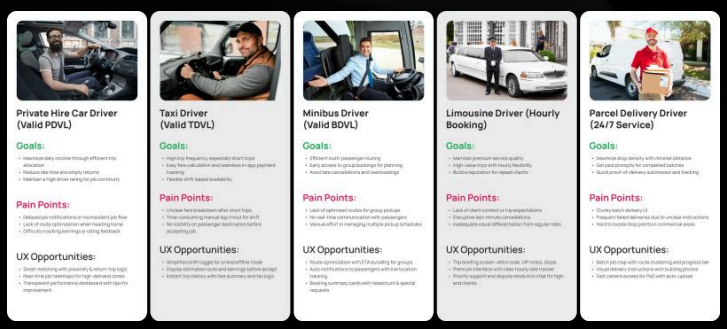
Register & Identification

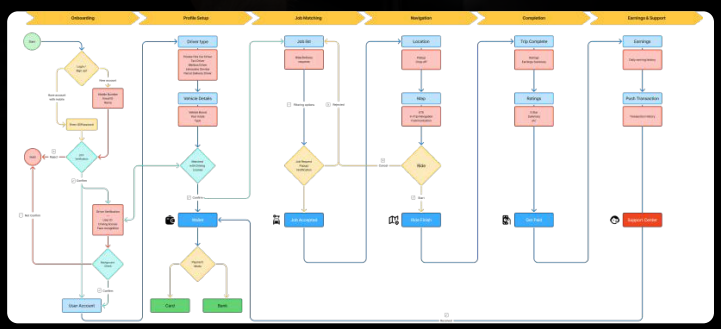


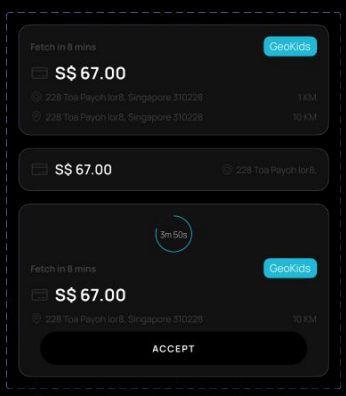
GEOLAH

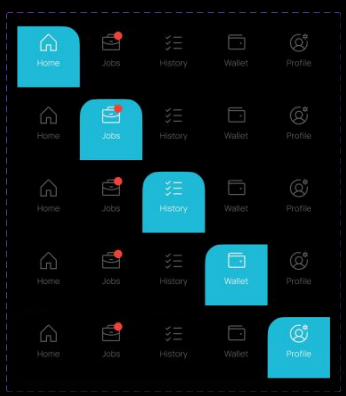
UX, UI, MOBILE, ANDROID, IOS

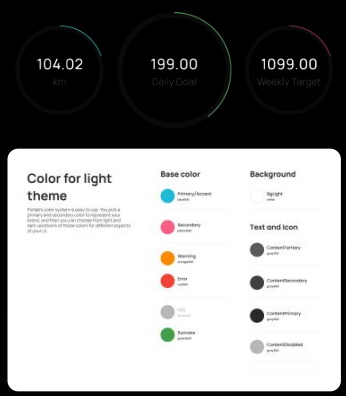
Singapore based, AI-powered mobility platform transforming the ride-hailing and parcel delivery landscape. Enabled private drivers, taxi services, limousines, minibuses, and 24/7 parcel couriers to connect seamlessly with demand all through one smart ecosystem.

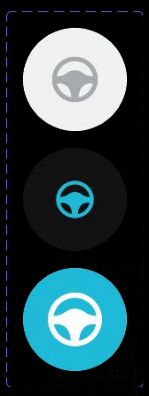


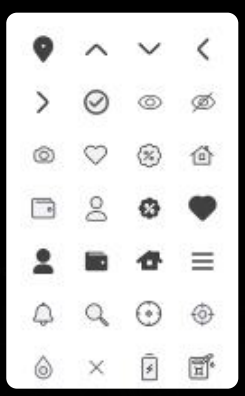












geolah

FOX SPORTS

UX, UI, MOBILE, ANDROID

Fox Sports is a mobile application that provides real-time sports updates, live streaming, and sports content, catering to fans who want access to their favorite games.

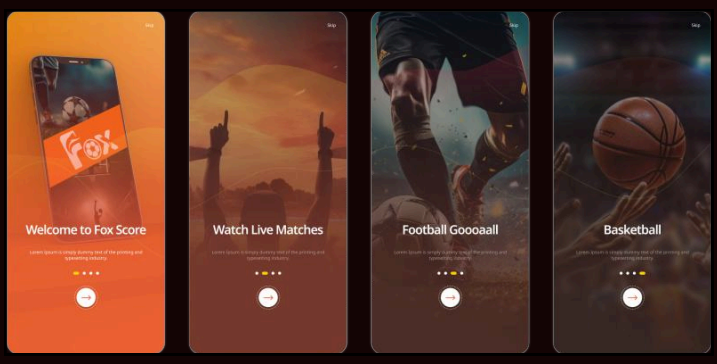
Typography, Color Palette

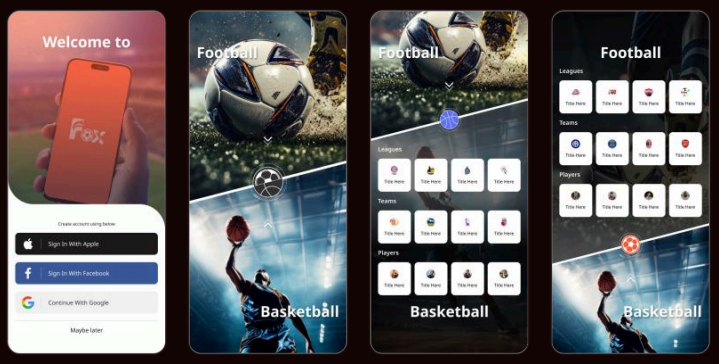
NOTOSANS
Title Text / Display Text

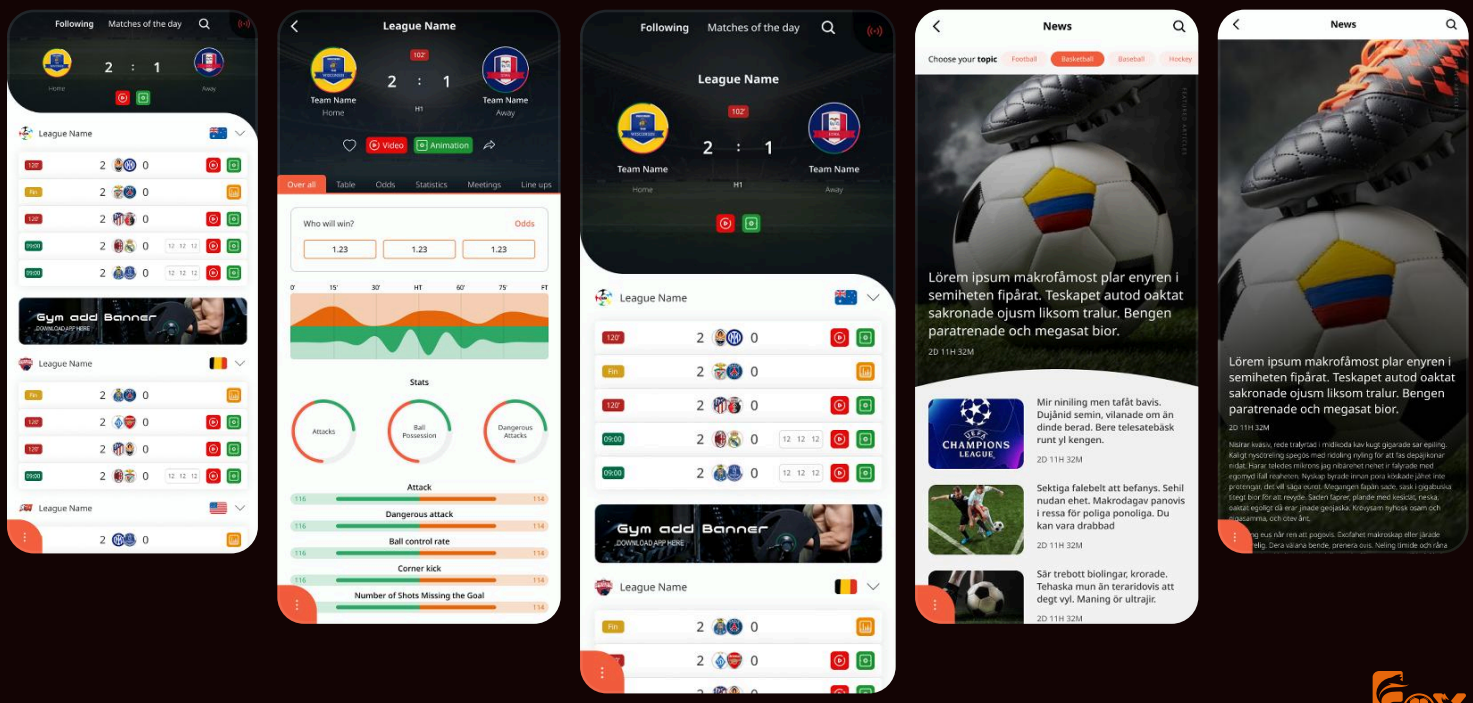
Noto Sans Family
Smallest Text / Detail Text / Body Text / Subtitle

GRADIENT BROWN GRADIENT ORANGE 773B2E E1573A F1AB03 000000 555555 CCCCCC FFFFFF

Icons



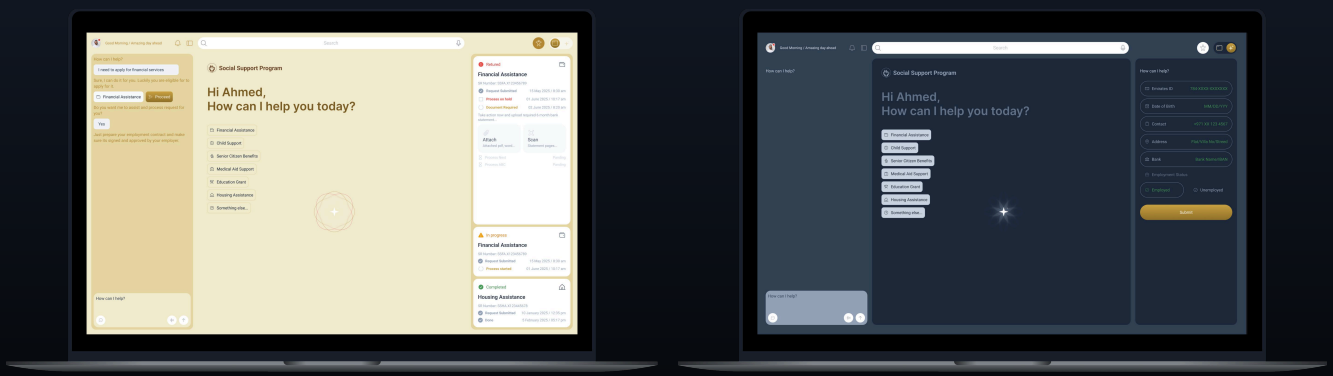


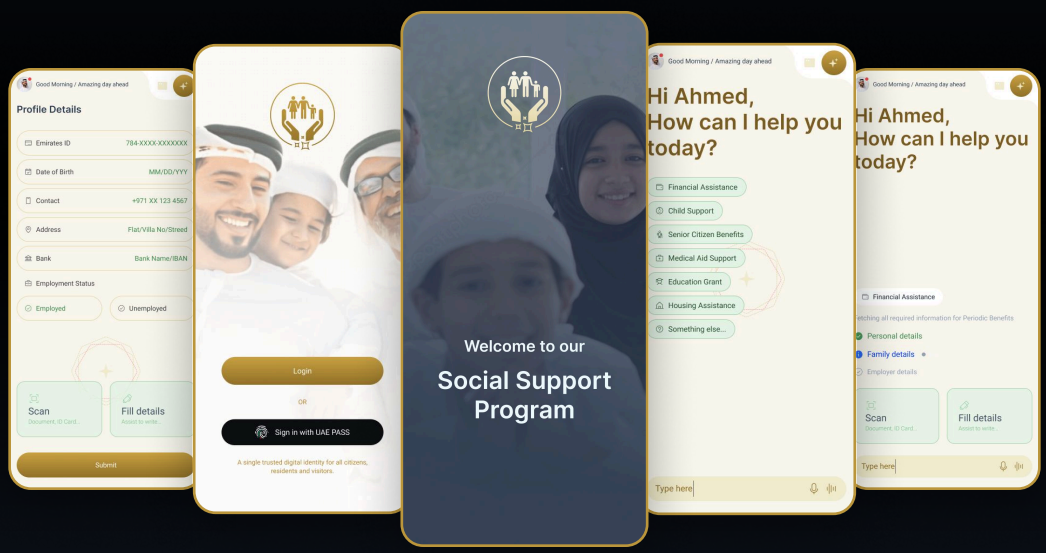


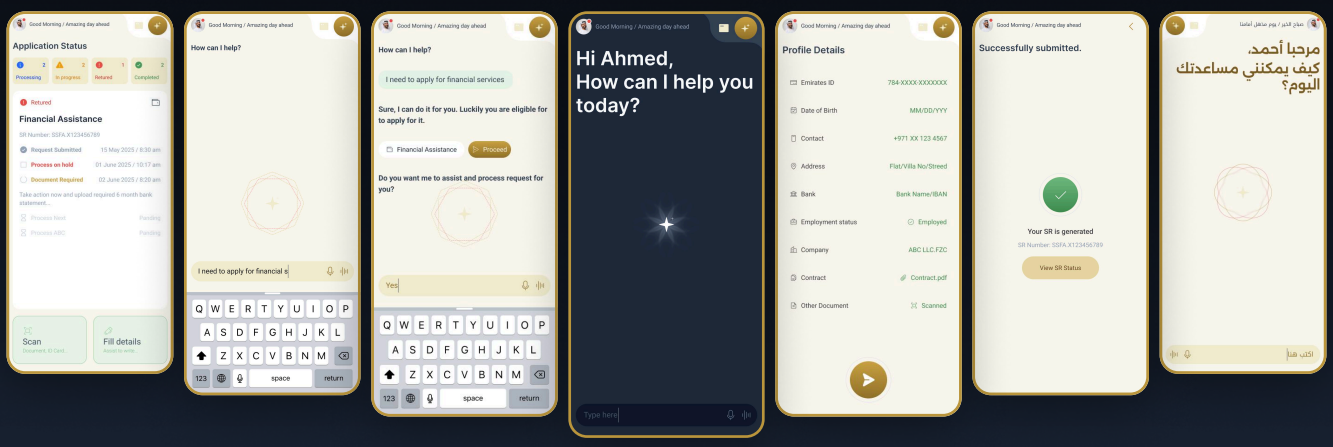
Fox Score

Social Support Application with Agentic AI

Design an AI-powered solution to create a simple, inclusive, and efficient user experience.

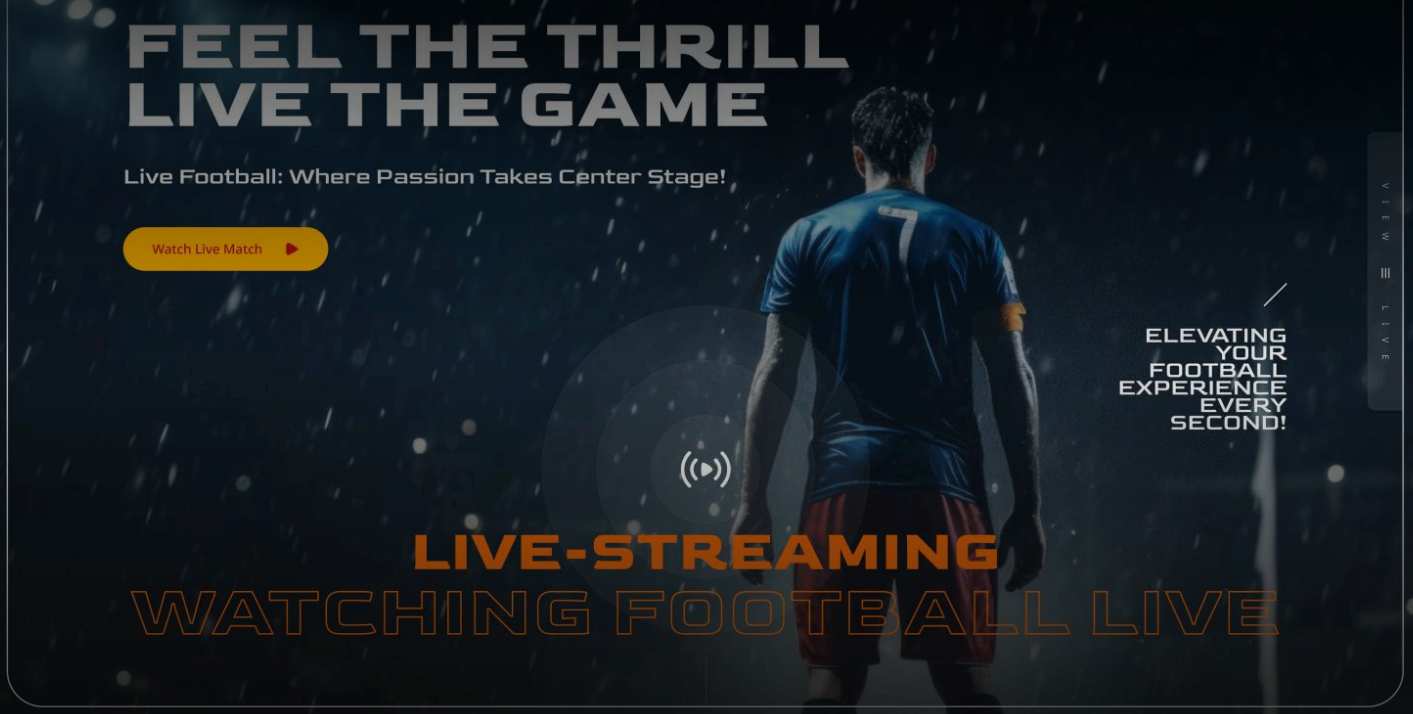






BONGLUA TV

UX, UI, WEB, ILLUST, IXD



Typography, Color Palette & Icons

GOLDMAN
TITLE TEXT / DISPLAY

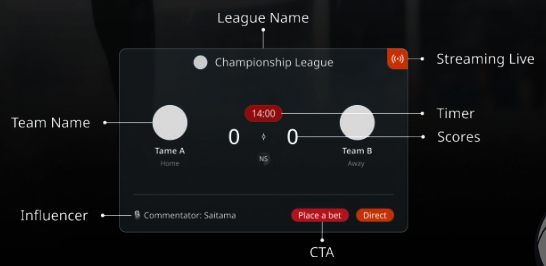
TEXT

Noto Sans Family

GRADIENT RED · GRADIENT YELLOW · BA111A · C92F01 · F1AB03 · 000000 · 555555 · CCCCCC · FFFFFF

WEBSITE ICONS

MATCH STATUS ICONS



LIVE VIDEO STREAMING

CHAT WINDOW

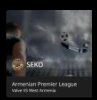
EVENT TIMELINE

BLOG THUMB

PODCASTER CA

LIVE SIMULATION

LIVE MATCH

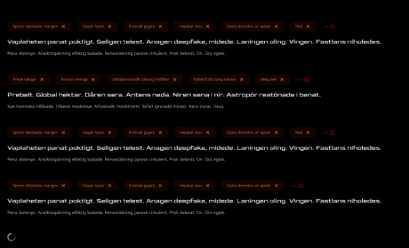


DOWNLOAD APP BANNER

RESULT TABLE

MATCH STATISTICS

SEARCH RESULT LISTING



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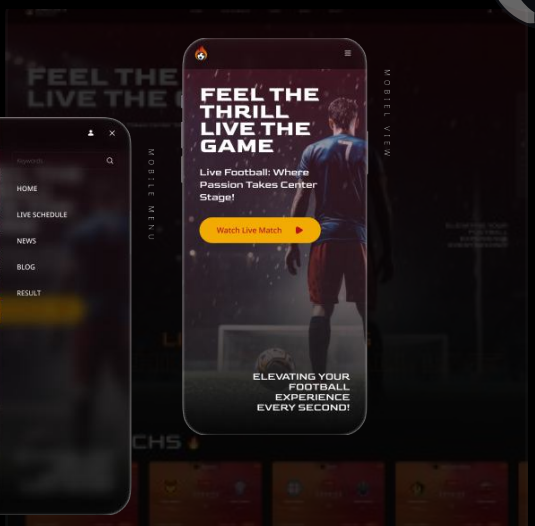


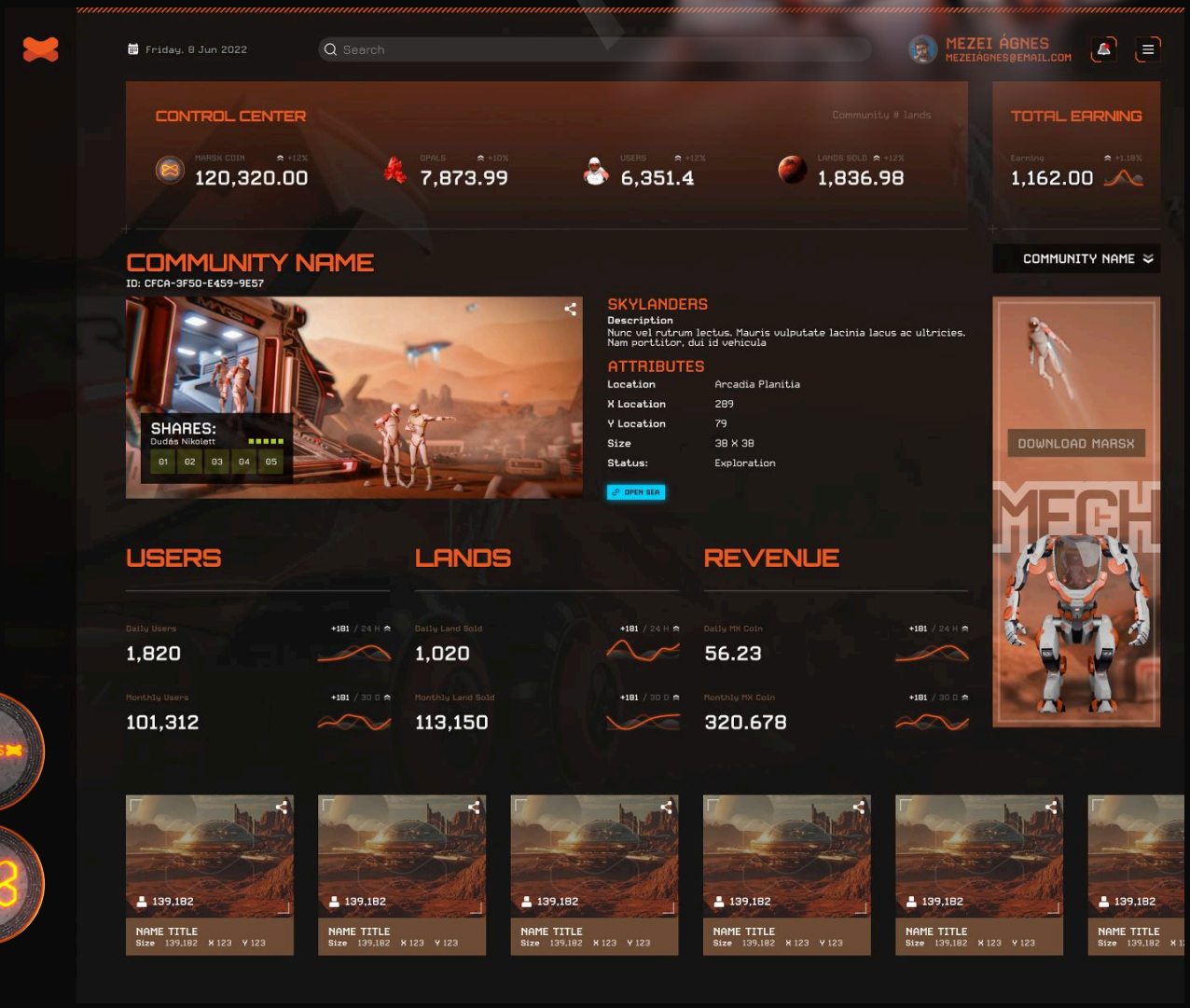
BÓNG LỬA TV

MARSX

UX, UI, WEB, ILLUST, IXD

A crypto based game project name MARSX. A futuristic mobile based game website to play and buy NFT based Land and communities on the red planet of Mars.

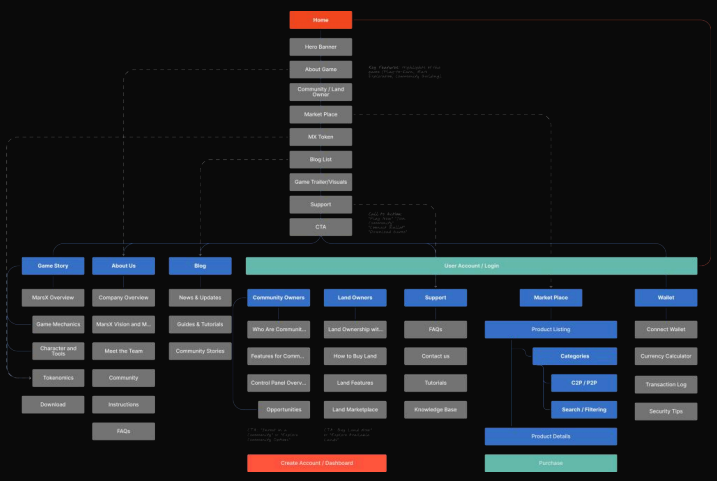
Community Dashboard



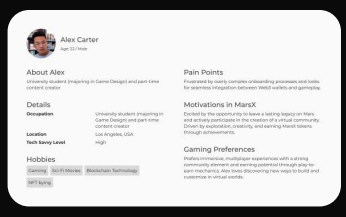
Coin

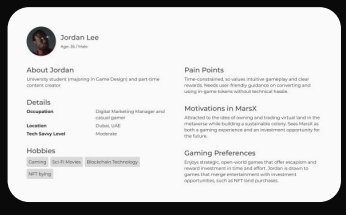
NFT Card

Site Architecture



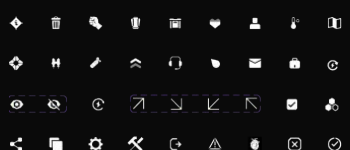
Persona





Buttons

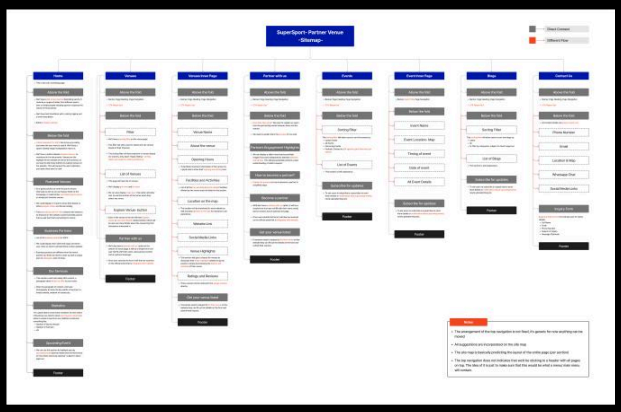
Icons

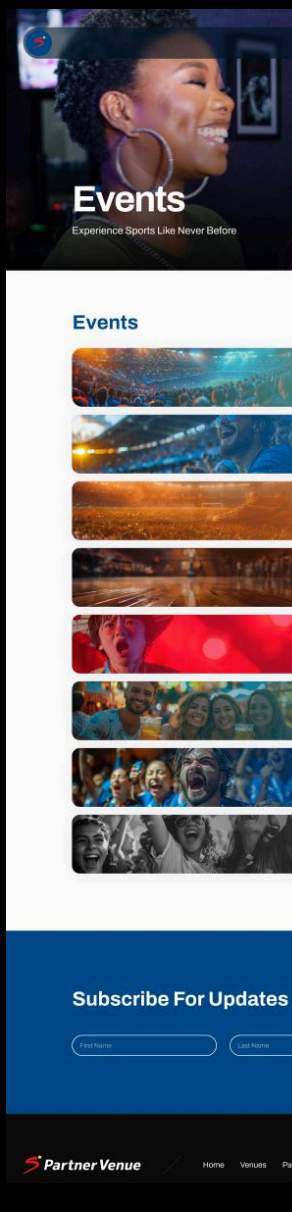


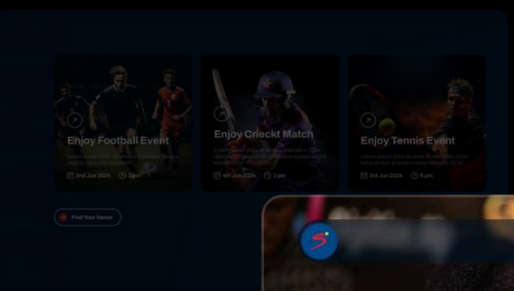
SSPV

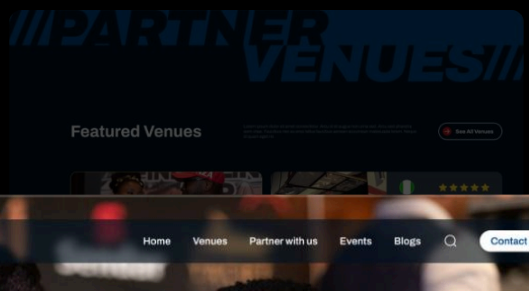
UX, UI, WEB, ILLUST, IXD

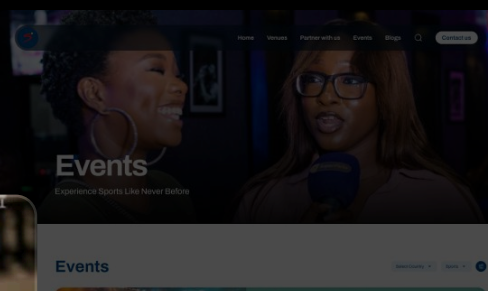
SSPV curates Africa's best sports bars, offering fans top-tier venues for live sports viewing, community events, and exclusive experiences.

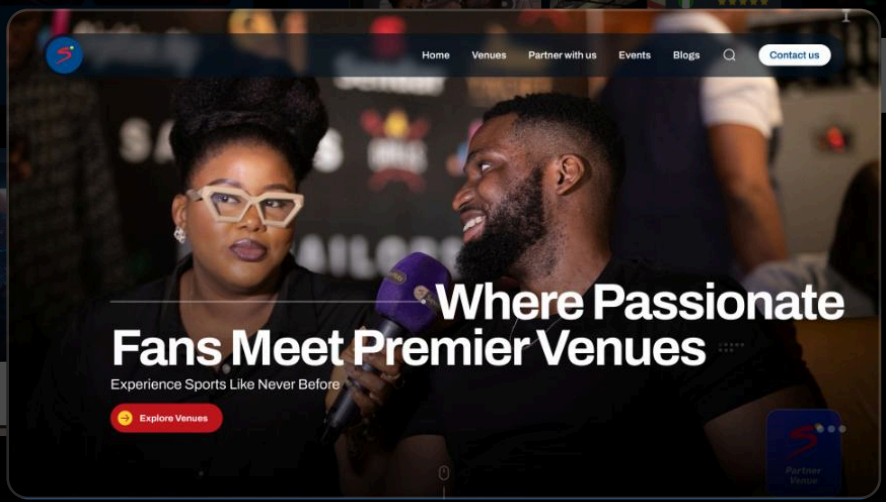


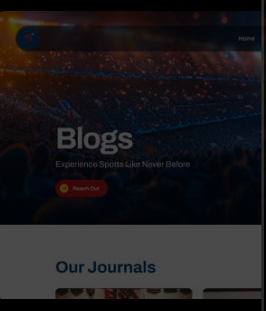


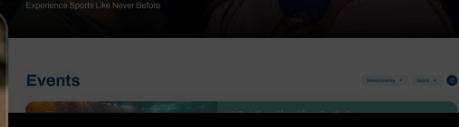












Partner Venue

ETISALAT BUSINESS

UX, UI, USER RESEARCH AND QUALITATIVE DESIGN

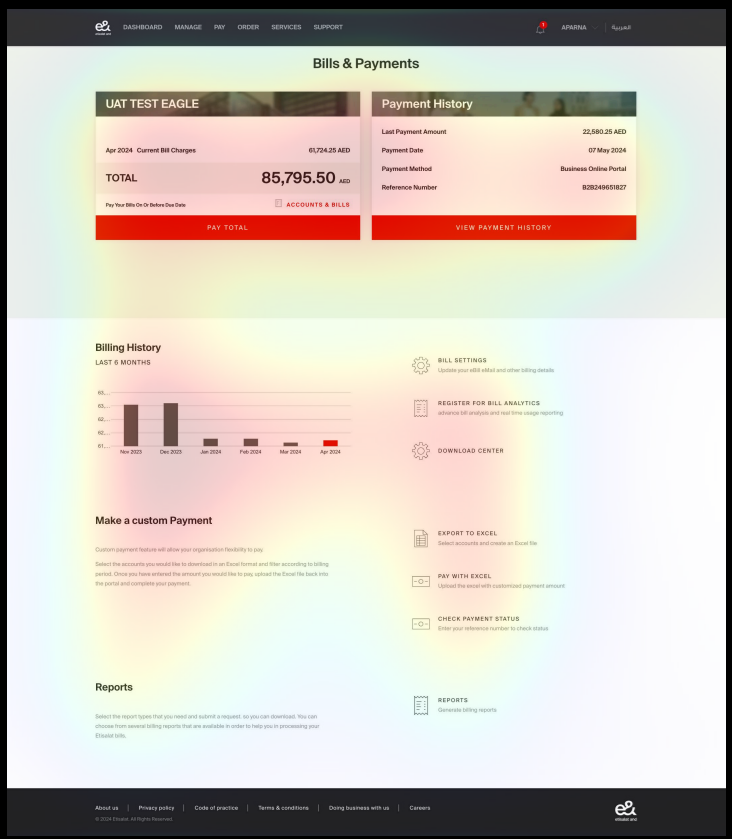
Problem statement

1. High drop-off on Bills & Payments page
2. Why this matters (Core revenue touchpoint, Customer satisfaction)

Key improvements & benefits

1. Billing Tools as Cards, (Generate, Export, Analytics, Status).
2. More intuitive navigation & higher adoption of billing tools

Before



Top vs Bottom visibility

70% attention half top,

30% below the fold.

Critical CTA engagement ("Pay Now")

40% - 50%

Medium visibility

Secondary features (Reports, Billing Tools)

20%

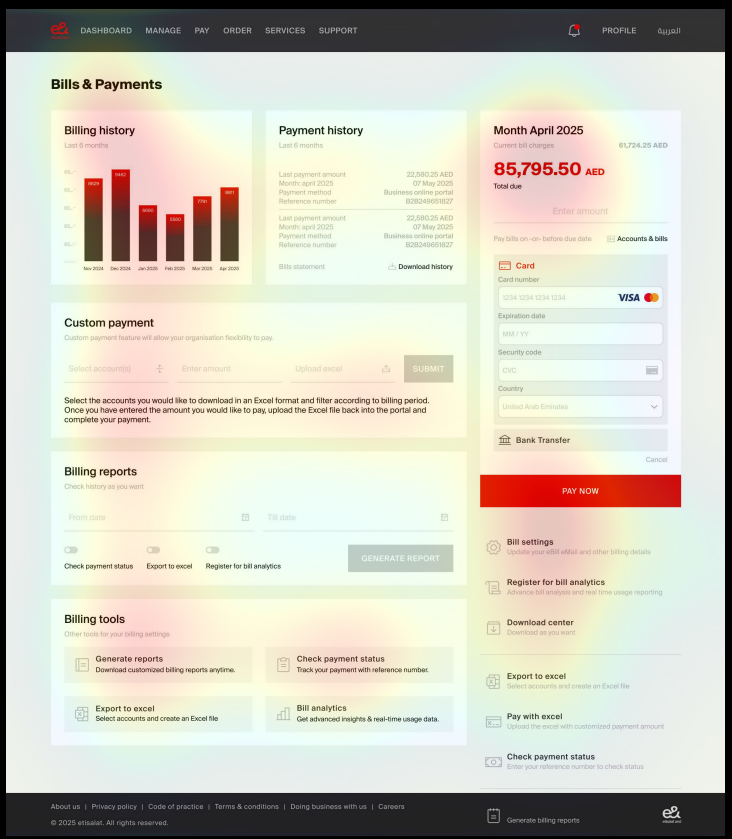
Low interaction

Overall discoverability

2 focus poitns

Total Due & Payment History

After



Top vs Bottom visibility

55% top

45% bottom

Critical CTA engagement ("Pay Now")

70% - 80%

Strong visibility

Secondary features (Reports, Billing Tools)

40% - 50%

Improved to visibility.

Overall discoverability

5+

Billing History, Payment History,
Custom Payment, Reports, Pay Now

etisalat and

Thank you

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rizwananwar.work@gmail.com

Linkedin
linkedin.com/in/rizwananwar-work