

Umar Usman

Product Designer — Enterprise Software, Design Systems, AI Interaction Design

Islamabad, Pakistan (UTC+5) | Open to remote and relocation

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PROFESSIONAL SUMMARY

Product designer with five years of experience, specialising in enterprise software, design systems and AI interaction design. For the last two years I have led design on XTEL, a Kantar trade promotion management platform used by global consumer goods companies, covering a WCAG 2.2 design system, the redesign of core planning and execution flows, and the interaction layer for the platform's AI assistant. Trained directly by Microsoft's design team on Copilot UX patterns, Responsible AI principles and the HAX guidelines. Comfortable owning a design system and a delivery roadmap at the same time, and working close to engineering.

EXPERIENCE

Product Designer — CONVO Corp

August 2024 – Present | Remote | Client: XTEL, a Kantar company

Hired by CONVO specifically to lead product design for XTEL under their partnership, and embedded full time in the XTEL product team. Sole designer across the platform's design system, core flows and AI layer.

- Built and own the XTEL design system on WCAG 2.2 — two published Figma libraries covering hundreds of components and design tokens, replacing an Adobe XD-era system across 20+ product files.
- Designed the interaction layer for the platform's AI assistant, built on Microsoft's platform, working against Microsoft's Copilot UX patterns, Responsible AI principles and HAX guidelines following workshops run with their design team.
- Specified nine AI interaction patterns end to end, including latency and loading states, error handling, source citations, next-best-action recovery, AI notices, feedback capture and confirmation friction on actions that change committed spend.
- Redesigned the platform's core surfaces: navigators and data grids, the filter system with saved and shared filter sets, mass edit and mass copy operations, and document, promotion and IBP flows.
- Rebuilt the data grid standard used across every module — table type raised from 11px to 14px, row action targets from 16px to 44px, zebra banding and one grid pattern replacing per-screen styling.
- Ran 36 user interviews with trade marketing, key account, finance and field sales users inside live enterprise accounts.
- Established a release-by-release UX audit programme — 85 findings logged across three platform releases, plus separate audits for the AI assistant, XTEL Studio and PCO, each classified by type, criticality and environment and linked to its design specification.
- Rebuilt the information architecture around how trade teams describe their work, replacing a flat directory of every function with five task-based areas.

Product Designer — Qlu.ai

January 2024 – August 2024 | Islamabad, Pakistan | Promoted from Associate Product Designer

- Owned end-to-end product design at an AI recruitment startup, promoted from Associate within the year.
- Ran research and interviews with executives internationally to design and launch Qlu Roundtable.
- Researched human-computer interaction and go-to-market positioning ahead of launch.

Product Designer — Turing Nova (formerly IGS)

May 2022 – December 2023 | Multan, Pakistan

- Led a small design team across complex product and application projects.
- Ran research on events and human connection to design Plurple, a social product.

- Designed Karla, an AI platform for public relations — early experience designing around model output.

Graphic Designer — Avenza Group of Companies

April 2021 – May 2022 | Multan, Pakistan

- Redesigned the company's property portal, improving the browsing and enquiry experience.
- Produced social and marketing design to support the portal launch.

SKILLS

Design: Design systems, design tokens, component libraries, enterprise UX, information architecture, interaction design, data-dense interfaces, data tables and grids, dashboards, responsive design, prototyping, wireframing, design QA, design documentation

AI: AI interaction design, conversational UI, Microsoft Copilot UX patterns, Responsible AI, HAX guidelines, human-AI interaction, AI failure and error states, latency and loading patterns, source citation and verification patterns, prompt design, LLM product design

Research: User interviews, usability testing, UX audit, heuristic evaluation, flow and journey mapping, affinity diagramming, pain point mapping, A/B testing

Accessibility: WCAG 2.2 AA, colour contrast, target sizing, keyboard navigation, focus management, accessible component specification

Tools: Figma, Figma variables and libraries, FigJam, Framer, Webflow, Notion, Jira, Adobe XD, Sketch, Zeplin, Adobe Creative Suite, HTML, CSS

Ways of working: Agile, design ops, cross-functional collaboration with engineering and product, stakeholder management, design reviews, design system governance

CERTIFICATIONS AND TRAINING

Copilot UX Patterns and Best Practices — design workshops — Microsoft
UX training courses — Nielsen Norman Group (NN/g)

Google UX Design Professional Certificate — Google, via Coursera

Product Design and UX/UI Fundamentals — Microsoft, via Coursera

UX Design Certification — Interaction Design Foundation (IxDF)

Webflow Masterclass — Flux Academy

LANGUAGES

English — professional working proficiency. Urdu — native.