Muhammad Zahid

UI/UX Designer | Product Designer | Dashboard & System Interfaces

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Professional Summary

UI/UX and Product Designer with 10+ years of experience designing structured, user-centered digital products, dashboards, and web platforms. Experienced in translating complex operational workflows into intuitive interfaces supported by research, information architecture, and strong visual hierarchy.

In addition to product design, experienced in **web content management, CMS-driven websites, and digital media production**, including the creation of visual assets, informational graphics, and communication materials for web and organizational platforms. Proficient in Adobe Creative Suite, CMS platforms such as WordPress, responsive web design, and HTML/CSS for content layout and troubleshooting. With experience supporting web publishing workflows and maintaining high-quality digital experiences.

Core Skills

- UX Strategy & Product Thinking
- User Research & Behavioral Insights
- Persona Development & Journey Mapping
- Information Architecture & Task Flows
- Wireframing & Prototyping
- Interaction Design
- High-Fidelity UI Design
- Dashboard & Data Visualization Design
- Mobile UX & Responsive Web Design
- Design Systems & Visual Hierarchy
- Usability Optimization
- Workflow & Operational Interface Design
- UX Case Study Development

Web Content & Digital Media

- Website content management and CMS-based publishing
- WordPress website administration and content structuring
- Digital media creation for web and communication platforms
- Graphic design for informational and promotional materials
- Web page layout adjustments using HTML and CSS
- Visual communication for organizational messaging
- Digital asset production using Adobe Creative Suite
- Content structuring for usability and accessibility
- Awareness of web accessibility standards (WCAG / ADA)

Design Tools

- Figma
- Adobe Photoshop
- Adobe Illustrator
- Adobe XD
- Balsamiq
- InVision
- Wireframing & Prototyping Tools
- Collaboration with Frontend Teams (HTML, CSS, React understanding)

Web & CMS

- WordPress (Content Management & Publishing)
- Modern HTML & CSS (Content layout and styling)
- CSS Grid, Flexbox & Container Queries
- Responsive Web Design
- JavaScript Fundamentals
- React (UI Components)

Professional Experience

Freelance UI/UX Designer

Independent | 2015 – Present

Designing digital products, dashboards, and administrative systems focused on usability, workflow clarity, and operational efficiency. Projects include research, persona creation, information architecture, wireframing, prototyping, and high-fidelity interface design.

- Designed operational dashboards and administrative systems for retail and data-driven environments.
- Developed user personas, journey maps, and workflow diagrams to guide product direction.
- Created scalable UI layouts and structured design systems.
- Collaborated with developers to translate UX concepts into production-ready interfaces.
- Designed responsive interfaces optimized for real-world workflows and decision making.

Additional responsibilities include managing CMS-based websites, producing digital media assets, and supporting content-driven web experiences through structured layouts, visual communication materials, and responsive web design practices.

Selected Projects

Retail POS Admin Dashboard

Designed a comprehensive operational dashboard for retail store management including inventory, suppliers, expenses, employees, and analytics.

- Defined system architecture and operational workflows for retail operations.
- Designed analytics dashboards and inventory monitoring interfaces.
- Created wireframes, user flows, and high-fidelity UI screens.
- Focused on operational visibility and decision-support for store managers.

MyFood Mobile Ordering App

Mobile UX concept focused on simplifying food ordering workflows for busy users.

- Conducted research and developed personas.
- Mapped user journeys and ordering workflows.
- Designed mobile wireframes and interface prototypes.
- Focused on speed, clarity, and reduced friction in the ordering process.

Education & Professional Training

UX Design Intensive Program — 600+ Hours - CareerFoundry
One-year intensive training program focused on UX methodology, design process, data-driven product strategy, wireframing, prototyping, conversion rate optimization, and A/B testing. Developed multiple real-world UX projects using tools such as Adobe XD, Balsamiq, and InVision.

Complete Course in Professional Photography (2013)
New York Institute of Photography

Diplomas — The House of Knowledge

- Diploma in Multimedia Designing — 2002
- Diploma in Web Designing — 2001
- Diploma in Graphic Designing — 2000–2001

Professional Strengths

- Ability to simplify complex systems into clear and usable interfaces
- Strong expertise in dashboards and operational product interfaces
- Research-driven approach to UX decision making
- Focus on practical product workflows rather than purely visual design