

# MUHAMMAD HAMZA IFTIKHAR

UI/UX | PRODUCT DESIGNER

[LinkedIn Profile](#) | [Behance Portfolio](#)

✉ hamza.iftikhar96@gmail.com

☎ (404) 423-6554

📍 Atlanta, GA, USA

## PROFESSIONAL SUMMARY

Results-focused and user-obsessed Lead UX Designer with over 5 years of experience designing high-impact digital experiences across B2B and B2C SaaS platforms, responsive websites, and mobile apps. Proven success delivering scalable design systems, data-backed UX strategies, and full product lifecycles in fast-paced, agile environments. Skilled in stakeholder collaboration, design leadership, and cross-functional execution. Adept at aligning user needs with business goals to drive measurable results. Actively seeking opportunities in the U.S. tech market to elevate digital products through exceptional user experience.

## EDUCATION

### University of Management & Technology

B.Sc. | Software Engineering | 2019

## CERTIFICATIONS

### Google

Google UX Design Professional Certificate | 2022

### Georgia Institute of Technology

Introduction to User Experience Design | 2022

## TALENT & SKILLS

User Research & UX Strategy

Wireframing & Prototyping

Interaction & Interface Design

Design Systems & UI Component Libraries

Usability Testing & UX Audits

Branding & Visual Design

Leadership & Team Collaboration

## TOOLS

Figma, Adobe XD, Framer, Sketch

Photoshop, Illustrator, After Effects

Jira, Zeplin, Fibery

Spline (3D Design), Blender 3D

## AWARDS

2nd Runner Up

RemoteBase Hackfest | 2021

Recognized for designing a high-impact digital solution.

## WORK EXPERIENCE

### Lead User Experience Designer

Venturenox | Fulltime, Hybrid

01/2022 to 04/2025

- Advanced to Lead UX Designer following a track record of delivering high-impact product experiences and driving cross-functional collaboration across web and mobile platforms.
- Managed and mentored a team of 3-4 designers, increasing design output efficiency by 25% through improved workflows and coaching.
- Defined and implemented UX strategies that improved task success rates by 30% across enterprise SaaS platforms.
- Delivered wireframes, user flows, and prototypes that accelerated time to development by 20% across feature rollouts.
- Led discovery research and usability testing initiatives, reducing rework by 35% and informing roadmap priorities.
- Developed scalable design systems that reduced inconsistencies by over 60% and increased development velocity.
- Built cross-functional alignment with product and engineering teams, contributing to 15% faster release cycles.
- Directed full-cycle product branding, improving stakeholder confidence and brand trust across client-facing assets.
- Performed recurring UX audits that resulted in a 20% increase in feature adoption and usability ratings.

### UI/UX Designer

Venturenox | Fulltime, Hybrid

05/2020 to 12/2021

- Delivered polished, user-centered design solutions for 8+ digital products, resulting in a 35% increase in satisfaction scores.
- Translated product and market research into responsive, high-conversion design flows, boosting retention by 22%.
- Conducted usability tests and interviews that led to a 28% improvement in onboarding completion.
- Worked in close collaboration with engineering, reducing development time by 30% through clear handoffs and communication.
- Rebranded the company's identity, including a new logo and design standards, improving brand consistency and visibility.
- Built reusable UI components and systems, cutting down design time for new features by 40%.
- Delivered design presentations to internal and external stakeholders, streamlining feedback cycles and improving approval speed.

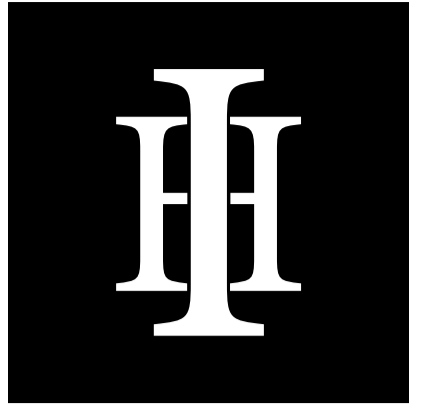
### Software Engineer

Netsol Technologies Inc. | Internship, On-site

11/2019 to 03/2020

- Conducted UX research and prototyping for internal enterprise tools, resulting in a 20% increase in operational efficiency.
- Contributed to front-end development and QA efforts, ensuring alignment between design specs and implementation.

# DESIGN ACHIEVEMENTS ACROSS KEY PRODUCTS



## Eddiy

Career guidance platform for students, universities & industry.

- Collaborated extensively with stakeholders to conduct user research and finalize design flows across all user segments.
- Delivered end-to-end UX for all roles, and presented interactive prototypes to stakeholders for sign-off.
- Contributed to a 30% improvement in onboarding efficiency and user engagement post-launch.

## Testfuse

AI-powered job fit assessment & hiring platform.

- Led complete redesign of the platform, improving usability and increasing test completion by 30%.
- Created a simplified, responsive design system that accelerated implementation across teams.
- Executed full branding strategy, boosting user trust and platform retention by 40%.

## Levvy

Global financial workflow automation platform for accounting teams.

- Designed the complete product experience over 3.5 years—from initial U.S. launch to global scalability.
- Delivered fully responsive UX and design system, contributing to a 50% increase in platform adoption across markets.
- Facilitated stakeholder workshops, ensured consistent design handoffs, and supported dev teams during agile sprints.

## Crewnetics

Workforce analytics and performance tracking dashboard

- Delivered data visualization and dashboard designs that increased usage of analytics features by 18%.
- Led branding and visual identity efforts to improve overall product recognition and consistency.

## RanknRole

AI-driven talent screening & candidate-job fit platform.

- Designed wireframes, flows, and design system to streamline hiring processes and improve job match accuracy by 25%.
- Led branding initiatives that elevated product perception and user engagement.

## Altrunic

Enterprise donation platform for social impact campaigns.

- Designed intuitive donor and admin experiences, increasing donation conversion by 27%.
- Executed full branding including logo, colors, and UI style guides.

## SkipNGive

Meal-sharing app for socially conscious food ordering.

- Embedded donation functionality into ordering flows, increasing participation by 40%.
- Created complete brand identity, driving user trust and visual cohesion.

## FloatThat

Social e-commerce platform reimagining group shopping.

- Designed interactive purchase and checkout flows, boosting conversions by 20%.
- Built a distinctive visual identity to differentiate from traditional e-commerce platforms.