

# Muhammad Hamza Ayaz

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## EDUCATION

<b>Google UX Design Professional Certificate</b>	<b>2025</b>
Certification from Google, specializing in user experience design principles & strategies	
<b>Pakistan Institute of Fashion and Design</b>	<b>2020 - 2024</b>
Bachelors in Fashion Marketing and Merchandising   CGPA 3.2   Top 10% of Class	

**Tools:** Figma | Cursor | Photoshop | Adobe Suite | Framer | HTML | Blender | Meta Spark Studio

**Skills:** Product Designing | Wireframing | Prototyping | UI/UX Research & Analysis | A/B Testing | Storyboarding

## PROFESSIONAL EXPERIENCES

<b>PRODUCT DESIGNER</b>	<b>Jun 25 - Present</b>
Dubizzle Labs - Tech arm of Dubizzle Group, building scalable solutions for millions of users worldwide.	

- Built an AI-driven PRD-to-UI workflow in Cursor that generates Carforce CRM screens from design to deployment, reducing design cycles by 70%.
- Redesigned major Carforce CRM modules — Dashboards, Leads, Reports, Buyer/Seller journeys — simplifying complex B2B workflows and increasing operational efficiency.
- Revamped the Carforce Affiliates App, restructuring flows, redesigning key screens, and fixing UI inconsistencies to deliver a cleaner, faster, and more reliable user experience.
- Redesigned Hatla2ee’s marketplace and supporting flows, including Finance, Car Showrooms, Used Car Prices, Contact Us, and more; to increase clarity, reduce friction, and strengthen conversion for the Egyptian market.
- Designed revenue-driving ad spaces across Dubizzle and Hatla2ee, creating hero and section-level banners that boosted ad performance and unlocked new inventory.
- Streamlined Profolio’s UX by auditing flows and designing guided tooltips, resolving inconsistencies and improving feature discoverability and user comprehension.
- Improved Carforce’s global filter component using the Cursor AI workflow, cutting design-to-handoff time by 60% and delivering a cleaner, more intuitive UI/UX.

<b>PRODUCT DESIGNER</b>	<b>Nov 24 - Jun 25</b>
Unduit - Enterprise platform for IT asset repair and management	

- Led the design initiative for the marketplace using user insights and iterative testing to refine core features, enabling Fortune 500 leaders to order IT equipment and employees to self-serve.
- Led the PLG design and onboarding experience by crafting an intuitive signup with the main goal of accelerating adoption and conversion.
- Developed an intuitive ROI calculator and a seamless two-step integrations module to reinforce the product’s value and improve connectivity.
- Revamped a major section of the company website, producing 200+ custom images and implementing Lottie animations for an engaging, interactive experience.
- Crafted clear, concise copy for product details and UI to ensure accessibility and impact for both executives and end users, while designing consistent, on-brand email templates to strengthen communication.

<b>UI/UX DESIGNER &amp; VISUAL CONTENT CREATOR</b>	<b>Jan 24 - Present</b>
Freelance	

- Created AI-powered product visuals for global brands (American Challenge, Bagatelle Dubai), increasing campaign performance by 27% and driving stronger user engagement.
- Led branding and digital redesigns, including the rebrand of Lahore Analytica, helping the company secure a six-figure contract through high-impact visual storytelling.
- Designed UI/UX for tech, fashion, and agency products, from a clothing brand’s e-commerce experience to a marketing agency’s hero section; using user-centered design and competitive analysis to craft high-conversion interfaces.