

Muhammad Hamza Ayaz

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Location: Dubai



EDUCATION

Google UX Design Professional Certificate

2025

Certification from Google, specializing in user experience design principles & strategies

Pakistan Institute of Fashion and Design

2020 - 2024

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

ASSOCIATE PRODUCT DESIGNER

Jun 25 - Present

[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 Carforce CRM** by **restructuring information hierarchy**, simplifying navigation, and reducing unnecessary screen switching in data heavy workflows.
- **Revamped the Affiliates App** by standardizing UI patterns and **restructuring key flows**, including a multi-step form that **reduced cognitive load** compared to a long linear layout.
- Redesigned **Hatla2ee marketplace** pages by rebuilding information hierarchy and **aligning the structure with user intent**, moving the product toward a more user led experience.
- Iterated on marketplace experience using **continuous user feedback post launch**, refining flows and improving alignment between user goals and business objectives.
- **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**.

PRODUCT DESIGNER

Nov 24 - Jun 25

[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.

UI/UX DESIGNER & VISUAL CONTENT CREATOR

Oct 22 - Present

Freelance/Contract | Pattern • Lahore Analytica • Lajwanti • Inks & Ivory +4

- **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.