

Muhammad Usama Nawaz

Senior Product Designer | FinTech, AI & SaaS | Product Strategy, UI/UX & Design Systems
Dubai, UAE | +971 52 691 4500 | usamafolio@gmail.com | linkedin.com/in/usamafolio | behance.net/usamafolio
Visa Status: UAE Employment Visa | **Availability:** Immediate

Professional Summary

Senior Product Designer with 8+ years of experience, including 7+ years in the UAE, leading end-to-end design for FinTech, AI, SaaS, Web3, and B2B/B2C products across mobile and web. Designed experiences used by 100K+ users and complex investment workflows for a platform supporting \$1B+ in assets under management. Combines product strategy, research, UX architecture, design systems, and hands-on delivery while partnering with founders, engineers, and cross-functional teams.

Core Skills

- Product Strategy & UX:** Discovery, User Research, UX Architecture, User Flows, Wireframing, Prototyping, Usability Testing
- UI & Design Systems:** Interaction Design, Component Libraries, Design Tokens, Figma Variables, Responsive Design, Developer Handoff
- Growth & Delivery:** KPI Tracking, A/B Testing, Conversion and Onboarding Optimization, Cross-functional Collaboration, Team Leadership
- Product Domains:** FinTech, AI, SaaS, Web3, Blockchain, Crypto Trading, B2B, B2C
- Tools:** Figma, Framer, Webflow, Sketch, Adobe XD, Adobe Creative Suite

Professional Experience

Senior Product Designer <i>Vurse Information Technology</i>	Apr 2022 – Present <i>Dubai, UAE</i>
- Lead end-to-end product design across four AI, FinTech, and Web3 platforms, translating business goals and user needs into product direction, roadmaps, prototypes, tested experiences, and production-ready handoff; manage and mentor two designers. - Designed core workflows for BlackArk, a digital asset investment platform supporting \$1B+ in assets under management, including investor onboarding, KYC/AML, portfolio and fund reporting, and role-based dashboards for investors, agents, finance, and administrators. - Shaped the Vurse AI Trading Platform across mobile and web, simplifying wallets, subscriptions, analytics, automation, AI-assistant journeys, and Text-to-Trade for beginner crypto traders. - Designed Vurse’s creator and short-video ecosystem across mobile and web, contributing to growth beyond 100K users through publishing, social, monetization, and AI-recommendation experiences. - Defined the NerdAI mobile experience for voice capture, AI summaries, smart notes, creator publishing, and paid knowledge content. - Built a reusable Figma design system with components, tokens, variables, and light/dark themes, reducing design-to-development time by 40%; also created investor prototypes and materials that supported \$1M+ in funding.	
Senior UI/UX Designer <i>Peninsula Business Solutions (PBS)</i>	Jan 2020 – Mar 2022 <i>Dubai, UAE</i>
- Delivered three production FinTech and blockchain products for UK markets across mobile and web, covering digital wallets, payments, investments, KYC, and onboarding. - Partnered with engineering, compliance, and stakeholders to launch with zero critical UX-related compliance rejections. - Reduced onboarding drop-off by 28% by redesigning transaction and activation journeys based on user testing. - Improved UI consistency by 35% through reusable components and shared patterns, reducing QA revision cycles by 20%.	

Professional Experience (Continued)

UI/UX Designer
Fairway Group

Jan 2019 – Dec 2019
Dubai, UAE

- Delivered 15+ responsive web and campaign experiences with marketing and engineering teams, increasing qualified leads by 22%.
- Improved engagement by 18% by refining information hierarchy, navigation, and conversion paths.

UI/UX Designer
CubiCodes

May 2017 – Dec 2018
Rawalpindi, Pakistan

- Designed 10+ mobile apps and game interfaces, including wireframes, UI kits, icons, and production-ready visual assets.
- Reduced handoff time by 15% and post-handoff revisions by 30% through reusable assets, clearer design files, and closer developer collaboration.

Selected Projects

Morona | FinTech | Open Banking

Saudi Arabia | 2025

- Led end-to-end product design for a Saudi open-banking platform, covering product discovery, user flows, 180+ mobile screens, an 80+ component design system, marketing website, brand identity, interactive prototype, developer handoff, and investor pitch deck.

Giveaway App | Consumer FinTech

Nigeria | 2023

- Owned end-to-end UX/UI, translating user research into user flows, wireframes, and high-fidelity interactive prototypes for a consumer FinTech platform.

Yestwey | Real Estate

Dubai, UAE | 2022

- Developed user personas, mapped end-to-end renter journeys, and optimized core user flows for a real estate rental platform.

OGPay | Blockchain, Payments

UK | 2022

- Designed onboarding, KYC, digital wallet, payment, and transaction experiences for a blockchain-based payments product.

ValuCart | E-Commerce

Dubai, UAE | 2019

- Redesigned the checkout journey to simplify purchase completion and reduce cart-abandonment friction for an e-commerce platform.

Education

Diploma of Associate Engineering | Telecommunications

PBTE, Pakistan | 2014 – 2017

Matriculation | Bio-Science

GOVT High School, Pakistan | 2013 – 2014

Certifications & Awards

Certifications

Mobile Experience Certification | Google | Dec 2021
User Experience Design | Georgia Institute of Technology | Sep 2020
Visual and Graphic Design | Alison | Jul 2020

Awards & Recognition

Top Performer Award | Recognized for AI and crypto product design contributions | 2024
Design Lead | LEAP Tech Event | Riyadh | 2024
Employee of the Month | OGPAY Project | 2021