

Sabeer Darr

Product Design Lead | AI SaaS | UX Strategy | Design Systems

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Summary

Product Design Lead with 10+ years of experience designing and scaling web, mobile, and cross-platform products across AI SaaS, B2B software, e-commerce, and consumer applications. Leads end-to-end product design for complex workflows, from problem definition and user flows to prototyping, developer handoff, implementation review, and continuous improvement. Combines a computer science foundation with UX strategy, interaction design, design systems, design leadership, and cross-functional delivery.

Core Skills

Product Design; UX Strategy; Interaction Design; Design Systems; Design Leadership; Figma; Prototyping; User Flows; Wireframing; Design Tokens; Component Libraries; Accessibility; Design Quality Assurance; Stakeholder Management; Cross-functional Collaboration; AI SaaS; B2B SaaS; Responsive Web and Mobile Design

Professional Experience

GrantAssistant.ai | Product Design Lead

September 2023 - Present | Lahore, Pakistan

- Lead end-to-end product design for an AI-powered grant-management platform serving nonprofits, INGOs, and international development organizations.
- Own complex workflows from problem definition and user flows through prototyping, developer handoff, implementation review, and continuous improvement.
- Established and maintained a design system with 50+ reusable components, enabling consistent product delivery across a team of 10+ designers and engineers.
- Defined design tokens, typography, color, spacing, layout standards, component states, and reusable interaction patterns in Figma.
- Created component documentation and usage guidelines; partnered with engineers to align Figma components with the production front-end library and improve implementation quality.
- Audited product experiences, resolved visual and interaction inconsistencies, and standardized patterns across core workflows.
- Led design for AI-assisted workflows covering grant discovery, proposal development, collaboration, compliance, and document management.
- Collaborate with product managers, engineers, executives, and stakeholders to define requirements, guide features from discovery through release, and maintain usability, accessibility, consistency, and product quality.

OneByte | Lead UI/UX Designer

July 2021 - September 2024 | Lahore, Pakistan

- Led a multidisciplinary team of UI/UX and graphic designers delivering digital products for internal teams and external clients.
- Provided design direction across SaaS products, e-commerce applications, mobile apps, television applications, games, responsive websites, and brand experiences.
- Translated business and customer requirements into user flows, wireframes, interactive prototypes, and production-ready interfaces.
- Managed workload allocation, design reviews, stakeholder communication, and delivery planning across concurrent projects.
- Collaborated with clients, product stakeholders, and engineers to move product concepts from requirements through implementation.
- Contributed to G2-recognized product experiences for usability and ease of administration.

JinnByte | Design Team Lead

July 2020 - July 2021 | Lahore, Pakistan

- Progressed from Senior UI/UX Designer to Design Team Lead after seven months, reflecting increased responsibility for design direction and team delivery.

JinnByte | Senior UI/UX Designer

January 2020 - July 2020 | Lahore, Pakistan

Additional Experience

Intellectual Bunch Ltd | UI/UX Designer

November 2018 - January 2020 | Lahore, Pakistan

Splendrz | UI/UX Designer

January 2017 - October 2018 | Lahore, Pakistan

Devclones | UI/UX Designer and Game Developer

November 2014 - December 2016 | Lahore, Pakistan

Event Bazar | Co-Founder

October 2015 - April 2016 | LUMS Center for Entrepreneurship, Lahore

PUCIT ACM | Graphic Designer

October 2013 - June 2015 | Lahore, Pakistan

Education

University of the Punjab | Bachelor of Science in Computer Science

2011 - 2015

Certification

User Experience: The Beginner's Guide | Interaction Design Foundation

Languages

English; Urdu