

Muhammad Bin Saif

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[Portfolio](#) 

Senior Product Designer with 5+ years of experience designing SaaS, ERP, retail, and mobile products. I work closely with stakeholders, clients, and development teams to turn business requirements into products that are practical, scalable, and easy to use. My experience spans product discovery, UX strategy, design systems, and end-to-end delivery.

Skills

Product Discovery & Delivery

Requirement Gathering | Scope Definition | Feature Prioritization | Stakeholder Management | UAT Coordination | Product Documentation | Cross-functional Collaboration | Agile Product Delivery

Product Design

Figma | Design Systems | Information Architecture | Wireframing | Prototyping | Interaction Design | Design Thinking

AI-Assisted Product Development

Claude | Gemini | GitHub Copilot | Lovable

Leadership & Communication

Team Mentorship | Public Speaking | Presentation Skills | Stakeholder Alignment

Experience

JULY 2024 – PRESENT

Senior Product Designer: Lucrum X – Lahore

Lead product discovery, UX strategy, and solution design for a cloud-based ERP ecosystem serving approximately 3,000–5,000 users. Collaborate with stakeholders, clients, and engineering teams to transform business requirements into scalable digital products across retail, logistics, operations, and customer facing platforms.

- Led the modernization of the company's SaaS ERP ecosystem through stakeholder workshops and enterprise design system development.
- Established structured documentation and requirement discovery practices, improving communication between stakeholders, design, and engineering teams.
- Worked with stakeholders to define project scope, prioritize features, and keep multiple projects aligned with delivery timelines.
- Reduced design delivery timelines from 1–2 weeks to as little as 3–4 days through AI assisted workflows utilizing Claude, Gemini, Copilot, and Lovable.

- Mentored 3 junior designers, strengthening team capability and supporting professional growth.
- Collaborated across a 30+ team size of cross functional organization to deliver SaaS, mobile, and operational products.

Key Product Deliveries:

- POS Interface (Layers Bakery): Redesigned the Point-of-Sale experience, achieving 92–96% positive user acceptance and supporting transaction workflows processing approximately 30,000+ orders.
- Bridal Sales App (Zara Shahjahan): Led requirement gathering, workflow definition, prototyping, stakeholder validation, UAT coordination, and successful delivery of a customer facing retail sales platform.
- Order Management System (OMS): Designed a centralized operational platform providing real time visibility into order processing, rider management, delivery performance, automated rider assignments, and operational analytics.
- Dagwood Customer App & Web: Designed and delivered responsive customer ordering experiences that achieved early organic traction of 10–15 daily orders without dedicated marketing efforts.
- ZENY WhatsApp Ordering Assistant: Defined conversational user flows, interaction models, and product experience for an AI powered food ordering ecosystem.
- Source Spot Workforce Operations App: Designed a task management and inventory operations platform featuring barcode-based stock taking, warehouse check in/out tracking, inventory requests, route management, and workforce reporting.

NOVEMBER 2023 – AUGUST 2024

UI UX Designer: DevBatch - Lahore

- Designed web and mobile experiences for healthcare, eCommerce, and hospitality clients across KSA, UAE, and the UK.
- Conducted requirement analysis, wireframing, prototyping, and stakeholder reviews to align business objectives with user needs.
- Collaborated with engineering teams to support successful implementation and delivery.
- Managed DevBatch's social media presence and digital design initiatives.

2020 – 2024

Founder & Creative Lead: AsalAser.pk - Pakistan

- Founded and operated an eCommerce business, overseeing customer experience, digital marketing, content production, and business operations.
- Utilized analytics and social media insights to monitor customer behavior, identify growth opportunities, and support sales performance.
- Managed website content, product data integrity, advertising campaigns, and customer facing digital assets.
- Produced marketing videos, photography, and promotional content to support brand growth and customer acquisition.

MAY 2021 – SEPTEMBER 2021

Functional Consultant (MENA): PhishRod - Lahore

- Conducted onboarding sessions, product demonstrations, and client training programs for enterprise customers.
- Delivered strategic reports and trajectory assessments to support customer adoption and operational effectiveness.
- Developed cybersecurity awareness initiatives, threat monitoring frameworks, and educational content to improve client readiness.

Education

FEBRUARY 2020

Bachelor of Science in Computer Science: Comsats University Islamabad, Lahore Campus.

2013 - 2015

O & A Levels: CAMBRIDGE INTERNATIONAL

Certifications

SAP NETWEAVER 7.5 ABAP DEVELOPER – SAP SE (Germany) 2021

Content Marketing and SEO – LUMS 2021

Introduction to Cybersecurity – Cisco 2021

Youth Leadership Training – Toastmasters.org