

# SYED MOHAMMAD SAIF HAIDER

LEAD PRODUCT DESIGNER / UI/UX DESIGNER

15+ YEARS OF EXPERIENCE

## CONTACT

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## CORE SKILLS

UI/UX Design

Wireframing & Prototyping

Team Leadership

Project Management

User Research

AI Tools in Design

AI-Assisted Research

Video Creation

## SOFTWARE

Adobe XD

Illustrator

Figma AI

Photoshop

ChatGPT

Uizard

Claude AI

Premiere Pro

Maya

After Effects

HTML

CSS

3ds Max

Galileo AI

Midjourney

## PROFILE

Results-driven **Lead UI/UX Designer and Project Manager** with over 15 years of experience crafting user-centered digital products for web and mobile. Proven track record of **leading design teams**, managing end-to-end project delivery, and translating complex requirements into intuitive, visually compelling interfaces. An **AI-forward designer** who actively integrates tools like Claude AI, ChatGPT, Uizard, and Galileo AI into daily design workflows — accelerating ideation, wireframing, and user research to deliver faster, smarter outcomes.

**15+**

Years of design experience

**20%**

Increase in user engagement

**15%**

Boost in customer satisfaction

## EXPERIENCE

### Project Manager

**SMC Insurance** • Full-time

Apr 2025 – Present

- Worked closely with sales teams and customers, gaining first-hand insights into user pain points in the product workflow.
- Identified usability issues in the platform based on customer interactions and sales feedback.
- Proposed UI/UX improvements to simplify customer journeys and reduce friction in key product flows.
- Collaborated with design and product teams to communicate user behavior patterns and improvement opportunities.
- Acted as a bridge between business teams, customers, and product experience.
- Using AI tools to automate reporting, summarise stakeholder feedback, and accelerate documentation.

### Lead UI/UX Designer

**SMC Insurance** • Full-time

Apr 2023 – Mar 2025

- Led a team of designers creating user-centered designs for web and mobile applications.
- Spearheaded user research initiatives, resulting in a 20% increase in user engagement.
- Managed a major UI/UX overhaul that improved customer satisfaction by 15%.
- Oversaw end-to-end design: wireframing, prototyping, and final implementation.
- Integrated AI tools (Uizard, ChatGPT) into team workflows to cut ideation time by ~30%.
- Used AI for rapid persona generation, sentiment analysis of user feedback, and design iteration.
- Collaborated with developers for seamless front-end integration.

## PORTFOLIO

Explore my portfolio to see a comprehensive collection of my work, including UI/UX design, storyboarding, wireframing, and process flows, at [www.cgartistsaifhaider.com](http://www.cgartistsaifhaider.com)

## SPECIALITIES



User Based Research



User Persona



Empathy



Creative Solutions



User Flow



Quick Sketching



Wireframes (LFI & HiFi)



Interaction Design



Good Design Sense

## AI IN DESIGN

- Use AI tools in UI/UX for ideation, wireframing, and user analysis.
- Leverage AI to boost design efficiency and decision-making.
- Attended multiples webinars and training on AI in design to stay updated.
- Continuously researching AI solutions to optimize user experience and design outcomes.

## EDUCATION

### Professional Diploma in 3D Animation & VFX

MAAC, New Delhi  
(University of Cambridge Cert.)

2010

### Certificate in Fine Arts

State Lalit Kala Academy, Lucknow

2007

### B.Sc. Computer Science, Statistics & Mathematics

University of Lucknow

2006

## Senior UI/UX Designer

SMC Insurance • Full-time

Jan 2022 – Mar 2023

- Conducted user research and developed UI for web and mobile platforms.
- Make sure of the smooth integration of UI from the front-end team.
- Began adopting AI-assisted tools for wireframe generation and user journey mapping.

## Senior UI/UX Designer

5amily • Part-time, Remote

Dec 2018 – Dec 2021

- Led UI/UX design for the 5amily e-commerce platform selling family-oriented products such as shirts, hoodies, mugs, tote bags and mobile covers.
- Designed user flows, wireframes, and high-fidelity UI layouts to improve product discovery and purchasing experience.
- Worked closely with developers to ensure accurate front-end implementation and consistent user experience.
- Analyzed user behaviour and customer feedback (primarily middle-aged women from the USA, UK, Australia and Europe) to simplify navigation and checkout flows.

## Senior UI/UX Designer

DILP • Part-time, Remote

Dec 2018 – Dec 2020

- Redesigned the entire Al-Islam.org website, a globally recognized Islamic knowledge platform managed by DILP, a registered non-profit organization in the United States.
- Modernized the user interface to align with current UI/UX trends while maintaining usability for an existing global audience.
- Improved site navigation, layout structure, and content accessibility for a large knowledge repository visited by 500,000+ users monthly from countries around the world.
- Focused on enhancing readability and content discovery while ensuring that long-time users could easily adapt to the updated interface.

## Senior Graphic Designer

5amily • Full-time, Remote

Jan 2014 – Nov 2018

- Designed UI layouts and product pages for the platform as it transitioned from a genealogy website to a family-focused e-commerce store.
- Created digital artwork for customizable merchandise including t-shirts, mugs, hoodies, tote bags and mobile covers.
- Collaborated with developers to integrate designs into the website and ensure visual consistency across the platform.
- Produced promotional graphics and short videos for social media marketing campaigns.

## Graphic Designer

5amily • Full-time, Remote

Dec 2009 – Dec 2013

- Designed UI mockups and graphics for the original genealogy platform.
- Created family tree charts and genealogy visuals for customers.
- Developed social media creatives and other marketing design assets.