AJ

Available from 29 Nov · Dubai, UAE · Open to relocation

Ashnab Jamshad

Senior Product Designer · Design Systems · UX Strategy

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Product designer with 5+ years across tech and FMCG in the GCC, from research to high-fidelity delivery and design system ownership. On the masafi.com redesign I led key interface decisions — a brand-led homepage, subscription-forward product cards, a bundle configurator and a restructured cart — which drove gains in subscription order volume and revenue. I build design systems that speed up developer handoff, and bring Blender 3D and AI into the workflow, including a local Arabic LLM for RTL copy.

EXPERIENCE

Group Graphic Multimedia Designer (Product UI/UX)

Jan 2025 - Present

Masafi Corp · Dubai

- Redesigned masafi.com around subscriptions with one other designer, a PM and two developers: brand-led homepage, subscription-forward product cards, bundle configurator and a cart grouped by delivery frequency. Product & analytics reported +25% user engagement and −30% time to checkout.
- Designed the account portal for desktop and mobile web: orders with five statuses, order details, active and expired subscriptions, wallet, addresses and rewards.
- Designed checkout for guests and members — minimum order, quick delivery and bundles — with empty, loading, error and verified states.
- Built and maintain the Figma library: 103 component sets with 447 variants and states, 26 colour and 27 text styles, Auto Layout and Dev Mode handoff; generated Tailwind/CSS design tokens with Claude.
- Self-initiated a Blender 3D product library for Masafi: 13 product masters, 11 bundle sets, 7 finished scenes and an rPET reveal film, all rendered from geometry.
- Shipped recommendations from previous orders, one-tap Buy Again and search autocomplete; checked contrast to WCAG AA.

User Interface Designer / Graphic Designer

Mar 2023 - Jan 2025

INOI Global Mobile Phones LLC · Dubai

- Sole designer for a new smartphone brand's UAE launch: Blender product renders, GITEX catalogue, packaging and point-of-sale.
- Prepared all A+ content for INOI's Amazon store launch and set up every listing on the Seller Platform.
- Built a custom UI design system for the Android Warranty app; mapped storyboards, flows and sitemaps for the web store.

UI Designer / Graphic Designer

Jun 2021 - Jan 2023

Rex Technologies (agency)

- Designed wireframes, mockups and Figma prototypes for mobile apps and websites.
- Ran usability tests and A/B tests across mobile app projects and worked with developers through build.
- Produced motion graphics and visual campaign work.

Design Intern

2020 - Jan 2021

Superior University · International Relations & ID92 Incubation Centre

- Flyers, pamphlets and social posts with senior staff in Adobe Creative Suite and After Effects.

STRENGTHS

Design systems · Interaction design · Prototyping · Usability testing · A/B testing · Information architecture · E-commerce UX · Accessibility (WCAG) · Arabic RTL · 3D product visuals

TOOLS

Figma · Figma Sites · Adobe CC · After Effects · Blender · HTML/CSS · Astro + Vercel

AI IN MY WORKFLOW

Claude · Figma MCP · ComfyUI + Flux 2 · Local agents (Hermes) · Jais (local Arabic LLM)

EDUCATION

B.S. Computer Sciences
Superior University · HCI & Digital Design
2017 - 2021

CERTIFICATES

Google UX Design Certificate
Google · Coursera
2026

Figma UI UX Design Essentials
Udemy
2023

5+
Years designing across tech & FMCG

447
Variants and states in the Masafi library

+25%
User engagement after the Masafi redesign[1]

8
Projects live at ashnabjamshad.com/projects

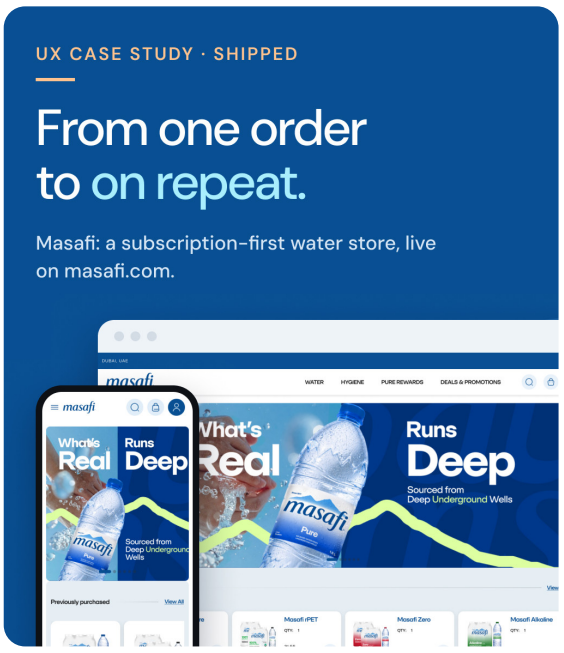
[1] Reported by Masafi's product & analytics team, alongside −30% time to checkout. I was one of two designers on the team.

PORTFOLIO HIGHLIGHTS ON PAGE 2 →

PORTFOLIO HIGHLIGHTS

Selected work

Five of my eight projects, each with the full story, process and screens; the full list is at ashnabjamshad.com/projects. Concepts are labelled as concepts; shipped results are credited to the teams that measured them.

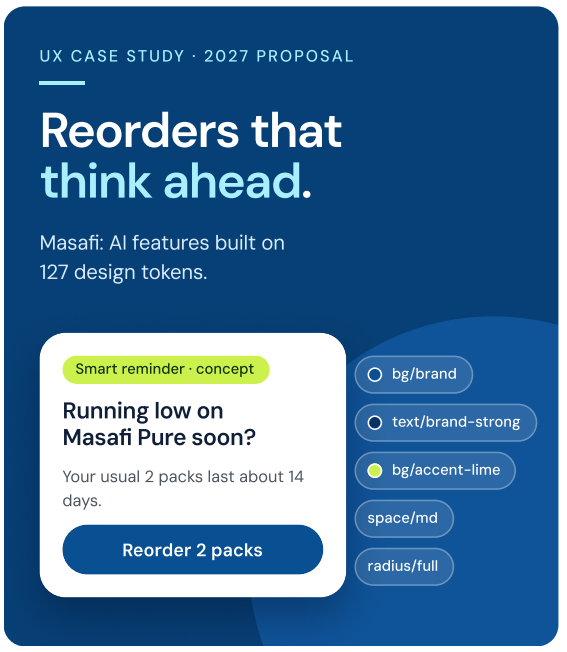


Shipped · E-commerce UX · Subscriptions

Masafi e-commerce redesign

From one order to on repeat: subscription-forward cards, a bundle configurator and a cart grouped by delivery frequency.

ashnabjamshad.com/masafi ↗

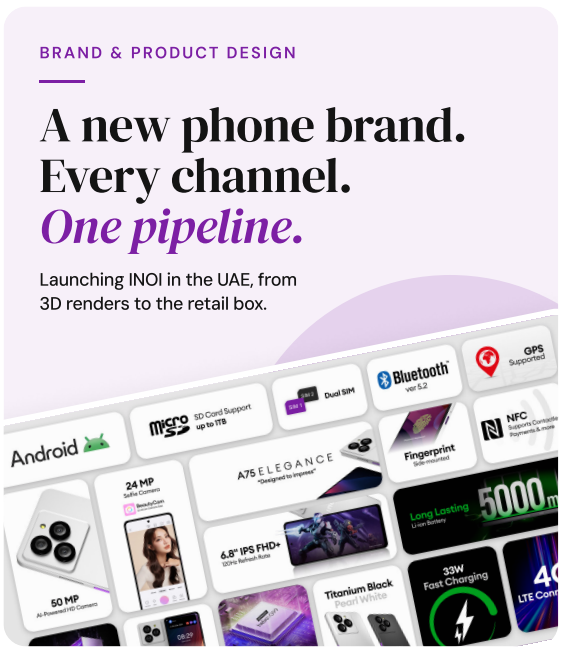


Concept · AI features · Tokens · 2027

Masafi AI reorder assistant

My 2027 proposal: an AI reorder assistant, smart subscription suggestions and lifecycle emails, built on 127 design tokens.

ashnabjamshad.com/masafi-v2 ↗

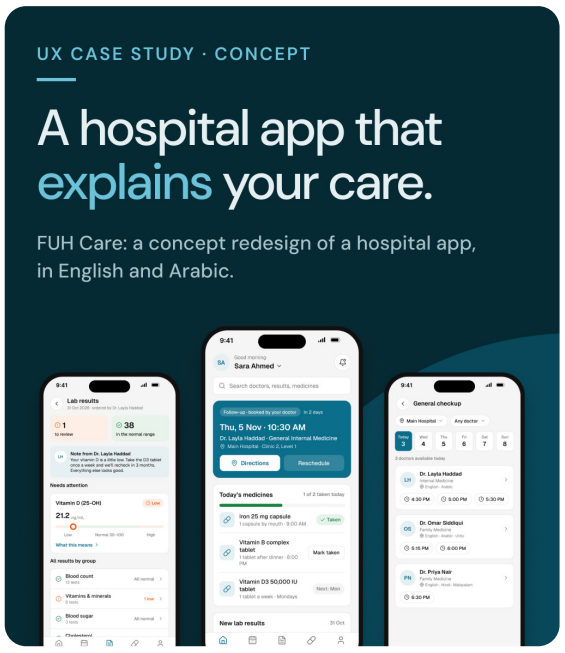


Shipped · Brand · 3D · Packaging

INOI brand & product launch

Launching a new smartphone brand in the UAE: renders, Amazon A+ content, GITEX catalogue and retail boxes.

ashnabjamshad.com/inoi ↗

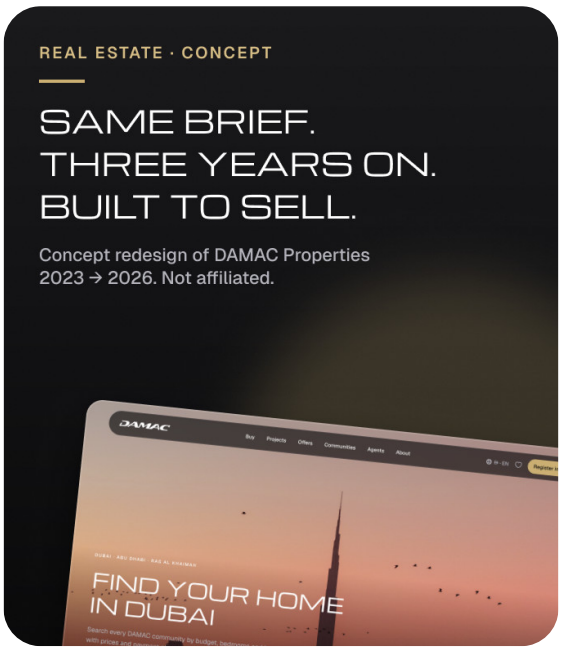


Concept · Healthcare · Mobile app

FUH Care app redesign

A hospital app that explains your care, not just stores it. Not affiliated with Fakeeh University Hospital.

ashnabjamshad.com/fuh-care ↗



Concept · Real estate · Web · Portal

DAMAC Properties redesign

My 2023 design assessment, rebuilt three years on: website, promotions page and an agents portal on shadcn/ui and Iconsax.

ashnabjamshad.com/damac ↗

LET'S TALK

Eight projects, with the process and full stories, are on the site.

Product design, design systems, UX and 3D for e-commerce, consumer apps and brands.

ashnabjamshad.com/projects ↗

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HOW I WORK

01 Audit
Map what exists: the screens, flows and where people get stuck.
FUH Care · 23 heuristic findings across 8 key screens

02 Tokens
Turn the brand into primitive and semantic tokens.
Masafi v2 · built on 127 design tokens

03 Components
Reusable parts with every state and variant.
Masafi design system · 447 variants & states

04 Ship
Specs, states and Dev Mode handoff, then stay with the build until it's live.
Masafi store · live on masafi.com

05 Measure
Check results with the team's data.
+25% engagement, –30% time to checkout (measured by Masafi's product & analytics team)

Every screen checked against WCAG 2.2 AA: contrast, focus states and target size.