

Usman Sajid

Creative Head

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I'm a user-centered product designer and creative lead with 5+ years of experience designing thoughtful, scalable solutions that balance business goals with real user needs. I thrive at the intersection of art, design, and technology, blending concept art and digital illustration with deep UX strategy, research, and testing. From early discovery to final delivery, I love guiding cross-functional teams, collaborating with stakeholders, and shaping design systems that evolve as products grow. Always curious, I'm driven by a belief that great design unlocks trust, clarity, and moments of delight — even in the most complex systems.

Education

Bachelor of Science in Computer Sciences

COMSATS University, Lahore, Pakistan — Graduated: 2020

Experience

Creative Head

Phaedra Solutions, Lahore, Pakistan — June 2024 – Present

Lead creative and product vision across all design teams and major projects.

- Direct branding, UX strategy, and design direction across products in esports, health, and logistics.
- Mentor 14+ designers while establishing scalable design systems and ops workflows.
- Bridge stakeholders, developers, and business teams across Europe and MENA markets.

Team Lead — Product Design

Phaedra Solutions, Lahore, Pakistan — June 2023 – June 2024

Lead all creative and product design vision for the company, making every design-related decision to balance originality with strategic business impact.

- Set and maintain the creative vision across products, campaigns, and platforms in esports, health, events, and SaaS.
- Direct branding, UX strategy, and design direction to ensure consistent storytelling and high usability across complex systems.
- Inspire, hire, and mentor a growing multidisciplinary team of designers, copywriters, and strategists while building a culture of creativity, collaboration, and accountability.
- Champion innovation by encouraging fresh concepts and the integration of AI tools and workflows into everyday design practices.
- Bridge stakeholders, developers, and business teams across Europe and MENA markets, aligning creative execution with business goals.
- Oversee and approve development of all campaign concepts, visuals, tone, and brand messaging to ensure consistency across channels.
- Use consumer insights and market trends to inform creative direction and keep our offerings competitive and relevant.
- Grew and structured the team while refining my strategic thinking, decision-making, and leadership approach.

Senior UI/UX Designer

Phaedra Solutions, Lahore, Pakistan — June 2022 – June 2023

Handled end-to-end design for cross-platform products, balancing client goals with user-centered design best practices.

- Designed user flows, wireframes, prototypes, and pixel-perfect UIs for multiple SaaS and event ops projects.
- Built and maintained evolving design systems to ensure consistency across multi-module platforms.
- Revamped the company website from structure to final visuals; tested usability improvements that led to increased site traffic and higher project close rates.
- Worked directly with developers and stakeholders to validate features and smooth out edge cases before launch.
- Defined and improved internal design processes, ensuring consistent deliverables and better handoffs to development.
- Trained and mentored junior designers through feedback sessions and design reviews.
- In parallel, worked on my own product idea during off-hours — from research to design — which is now live and in active use.

Associate UI/UX Designer

Phaedra Solutions, Lahore, Pakistan — June 2021 – June 2022

Supported senior designers and led small client features independently while collaborating within a growing design team.

- Conducted user research, mapped user flows, and created wireframes that informed intuitive UX solutions.
- Delivered UI assets, style guides, and design specs for mobile and web products across 3–5 projects.
- Contributed to branding, icon design, and visual identity for client startups and MVPs.
- Worked closely with developers and PMs to clarify interactions, ensuring design intent carried through to final build.
- Participated in design critiques and team workshops, learning best practices in user-centered design.
- Strengthened collaboration skills by supporting mid-level and senior designers on complex modules.

UI/UX Designer

Visiata, Lahore, Pakistan — Oct 2020 – Feb 2021

Worked on two simultaneous products, creating user-centered design solutions from flows to final UI for multi-platform apps.

- Built complete design systems in Figma, mastering Auto Layout, components, variables, and variants for efficient scaling.
- Developed user flows, information architecture, and wireframes to add new features that improved the user journey.
- Led client calls independently, translating requirements into actionable design deliverables and prototypes.
- Collaborated closely with the development team to ensure seamless design-to-dev handoffs and technical feasibility.
- Successfully launched two products before departure, including UVA (a food delivery platform with user, rider, vendor, and restaurant modules) and an e-commerce tool shop.

Graphic Designer

Digisaur, Lahore, Pakistan — Mar 2020 – Sep 2020

Created brand assets and marketing collateral for diverse clients, balancing visual appeal with strategic messaging.

- Designed digital and print materials for social media, ad campaigns, and promotional events, ensuring brand consistency across channels.
- Produced custom illustrations and vector artwork that brought client stories to life and elevated overall visual identity.
- Collaborated closely with marketing and content teams to translate campaign goals into clear, engaging visuals.
- Managed multiple client projects simultaneously, balancing tight deadlines with high-quality creative output.
- Ensured every design aligned with brand guidelines while experimenting with fresh ideas to stand out in crowded markets.

Skills

- User Research & UX Strategy
- Wireframing & Information Architecture
- High-Fidelity UI Design
- Design Systems & Style Guides
- Prototyping & Interaction Design
- Branding & Visual Identity
- Concept Art & Illustration
- Usability Testing & Iteration
- Stakeholder Workshops & Team Facilitation
- Creative Leadership & Mentorship

Tools & Technologies

- Figma (Auto Layout, Variables, Components, Prototyping)
- Adobe CC (Illustrator, Photoshop, After Effects)
- Sketch, Zeplin, InVision
- Miro, Notion, Jira
- Procreate (for digital art)
- AI Tools: Midjourney, ChatGPT (for design workflows)
- Basic HTML/CSS knowledge

Outside Work

I love staying active with workouts and basketball, and unwind with painting, sketching, and discovering new music.