

MUHAMMAD NAUMAN IJAZ

Product Designer — E-commerce & B2B SaaS

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PROFESSIONAL SUMMARY

Product Designer with 3+ years of experience designing **e-commerce and B2B SaaS products**, from product discovery and checkout experiences to complex dashboard workflows. Experienced in **user research, interaction design, prototyping and design systems**, with hands-on Shopify experience and a strong understanding of design-to-development workflows. Currently completing an **MSc in Artificial Intelligence**, bringing a technical and AI-informed perspective to product design.

KEY SKILLS

Product Design · User Research · UX/UI Design · Interaction Design · Wireframing & Prototyping · Figma · Design Systems · Usability Testing · Information Architecture · Customer Journey Mapping · A/B Testing · Data-Informed Design · Responsive Design · Cross-Functional Collaboration · Stakeholder Management · Shopify

EMPLOYMENT HISTORY

Product Designer — *Outdoor Gear*

Jan 2026 – Present

- Own end-to-end product design across the Shopify storefront, designing and optimising **PDPs, collection pages, landing pages and key customer journeys** across desktop and mobile.
- Design **lifecycle emails and campaign experiences** across web and email, maintaining a consistent customer journey while supporting product launches and commercial initiatives.
- Partner with marketing and commercial teams to translate campaign and business goals into conversion-focused experiences, delivering **3+ landing pages and campaign launches** across the storefront.

Product Designer — *Contract, DTC E-commerce (NDA)*

Dec 2024 – Jan 2026

- Contributed to a **~10% improvement** in conversion through iterative optimisation of checkout and browse experiences.
- Partnered with product, engineering and marketing teams to prototype and deliver customer-facing experiences, helping streamline design-to-development handoff across **10+ feature and campaign releases**.
- Redesigned product discovery and PDP experiences across **20+ product pages**, improving content hierarchy, product comparison and the path from browsing to purchase.

Junior UI/UX Designer — *Reactive Space*

Jun 2024 – Dec 2024

- Collaborated with stakeholders and engineering teams to translate business requirements into intuitive UI solutions across **3+ product features and workflows**.
- Built interactive prototypes to validate key user journeys before development, helping identify usability issues and inform product decisions.

UI Designer — *Tona Designs*

Mar 2023 – Apr 2024

- Designed responsive interfaces and reusable UI components across **10+ client projects**, improving visual consistency and usability across web experiences.
- Contributed to UX and UI decisions across key product features, translating client requirements and business goals into clear, user-focused design solutions.

EDUCATION

MSc Artificial Intelligence — University of Bolton, UK

Sep 2025 – Expected Sep 2026

BSc Computer Science — GC University, Faisalabad, Pakistan

Nov 2020 – Nov 2024

COURSES & CERTIFICATIONS

- Google Foundations of User Experience (UX) Design — Oct 2023 – Nov 2023