

TABISH QADEER

Senior Product Designer & Product Owner — I help businesses ship 0-to-1 products that convert

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PROFESSIONAL SUMMARY

I ship 0-to-1 products that convert: 40% faster onboarding in fintech, 12% higher conversion in e-commerce, 30% less design-to-dev handoff time in enterprise AI. 10+ years in design, the last 6 in product — now operating as both designer and product owner across fintech, SaaS, enterprise AI, and construction tech. I run the full loop: read the data, form a hypothesis, redesign, validate against conversion and adoption. Roadmaps, PRDs, and sprint planning sit alongside the design work, with AI in the loop.

EXPERIENCE

Senior Product Designer & Product Owner

Apr 2025 – Present

Kodifly — Islamabad, Pakistan

- **Led 0-to-1 product design and delivery for four AEC and AI products**, including SpatialSense (construction analysis and management platform), a no-login web viewer for point clouds and BIM data used as the top-of-funnel entry point, a 360° camera-and-app bundle offered with free trials, and a WhatsApp reporting bot for on-site issue tracking.
- **Designed and monitored two products as top-of-funnel acquisition channels** — free, no-login entry points that let prospects experience core value (uploading and viewing their own 3D data) before engaging sales, shortening the path from first click to activated account.
- **Owned analytics and growth strategy** across PostHog, GA4, and Meta Ads Manager — tracking feature adoption and funnel performance before and after each release, and using session replays to pinpoint where users hesitated or dropped off.
- **Translated raw session and funnel data into a prioritized fix list** — from unclear onboarding prompts to slow load states — and introduced targeted nudges that measurably improved trial-to-signup conversion.
- **Led a team of product designers** — setting design direction, running critique and retrospectives, and unblocking execution across multiple products in parallel.
- **Owned the roadmap, PRDs, and sprint planning** to ship complex spatial-data and on-site workflows across frontend, backend, and AI teams.
- **Shipped production websites and SaaS UIs** — building design systems, working prototypes, and AI-assisted front-ends deployed live via Vercel.

Senior UI/UX Designer

Aug 2024 – Apr 2025

Afiniti — Karachi, Pakistan

- **Cut design-to-development handoff time by 30%** by building and scaling the Material-based Afiniti Design System with theming, variables, and reusable components.
- **Designed agentic AI platforms for enterprise contact centers**, including the Minerva AI Agent for intelligent automation and a RAG-based node-orchestration platform.
- **Delivered analytics dashboards and interactive prototypes** that turned complex operational workflows into clear, decision-ready interfaces for enterprise users.

Senior UI/UX Designer

Nov 2023 – Aug 2024

The Plum Tree Group — Remote (United States)

- **Lifted conversion rates by 12%** through UX optimization and A/B testing on high-traffic Shopify and BigCommerce e-commerce funnels.
- **Built and scaled design systems across multiple products**, and designed AI-driven recommendation and personalization flows validated through usability testing.

Senior Creative Lead (AVP) — Product & UX

Jul 2019 – Oct 2023

NBP Fund Management Limited — Karachi, Pakistan

- **Reduced onboarding time by 40%** by leading the design of digital account-opening flows within a broader fintech digital-transformation effort.

- **Grew digital payment adoption by 20% (N-Pay) and debit-card adoption by 15% (PayPak & UPI)** through redesigned payment and card journeys.
- **Increased investor engagement by 10%** by translating complex financial workflows into intuitive experiences, working across product, tech, and business teams.

Design & Creative Lead

Oct 2013 – Feb 2019

The Brand Crew · Synite Digital · Creative Chaos — Karachi, Pakistan

- **Led design teams across three agencies**, delivering digital product experiences for multiple client projects.
- **Built scalable, reusable design workflows** that carried across brands and teams.

Earlier design roles — Karachi, Pakistan · 2011 – 2013

CORE SKILLS

Product Design UX/UI Design · Design Systems (Theming, Variables, Conditional Logic) · Interactive Prototyping · User Journeys

Growth & Analytics Funnel Design & Optimization · PostHog (Session Replays, Feature Analytics) · Google Analytics 4 · Meta Ads Performance Analysis · Conversion Optimization · A/B Testing · Usability Testing · Lead Capture

Product & PM 0-to-1 Product Development · Product Strategy & Roadmapping · PRDs · Product Discovery · Agile / Sprint Management

Leadership Team Leadership · Design Critique · Stakeholder Management · Cross-functional Collaboration

AI Workflows AI-Assisted Design, Prototyping, Data Analysis & GTM · Claude · Gemini · MCP

TOOLS & TECHNOLOGIES

Design Figma · Framer · Adobe XD · Sketch

Analytics & Ads PostHog · Google Analytics 4 · Meta Ads Manager

Product & PM Jira · Notion · ClickUp

AI Claude · Gemini · ChatGPT · Midjourney · Leonardo AI

Build & Deploy VS Code · Vercel · HTML/CSS (Working Knowledge)

CERTIFICATIONS

- Enterprise Design Thinking Practitioner — IBM
- UX Fellowship Certificate — AssemblyF
- Foundations of UX Design — Coursera
- Using AI in UX Design & UX Research — LinkedIn Learning

EDUCATION

BS Computer Science (Multimedia Design)

Iqra University, Karachi · Graduated Aug 2011