

Tauqeer Mirza

Senior Product Designer | B2B | SaaS | AI Products

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Senior Product Designer with 7 years of experience leading product design across SaaS, AI, and enterprise platforms from early-stage product strategy through to shipped, scalable interfaces. I specialize in taking complex, data-heavy workflows and turning them into systems that hold up under real use, working directly with founders, engineers, and cross-functional teams to move a product from ambiguity to production.

Professional Experience

Lead Product Designer @ Apex Soft Technologies (PVT) LTD

DEC 2025 – PRESENT (ONSITE)

- Own product design direction across multiple concurrent SaaS, AI, fintech, and healthcare projects, setting the UX strategy each one is built on rather than executing a single predefined design.
- Lead design decisions from early product discovery through to developer handoff, working directly with founders and cross-functional teams to resolve ambiguity before it reaches engineering.
- Built and maintain the team's design systems, ensuring consistency scales across projects rather than being rebuilt each time.
- Mentor and review work from other designers on the team, setting the quality bar for UX strategy and interface design across projects.
- Run UX audits on existing products and translate business goals into concrete design direction for stakeholders.

Senior Product Designer @ Valery Real Estate (Canada)

OCT 2024 – NOV 2025 (REMOTE)

- Led UX transformation for Canada's first AI-powered real estate brokerage, restructuring a cluttered, directionless product into a coherent, system-driven platform.
- Established the platform's design direction and implemented a structured design system, improving consistency and product clarity across the experience.
- Reduced interface complexity in agent-facing workflows...

Core Expertise

- Product discovery and UX audits
- User research, personas, and journey mapping
- Information architecture and usability strategy
- Executive-level design decision support

UI & Design Systems

- Enterprise UI design
- Scalable design systems and component libraries
- Accessibility-aware and responsive design
- Brand consistency and visual governance

Leadership & Delivery

- Executive stakeholder communication
- Design team leadership and mentorship
- Agile and subscription-based delivery models
- Design QA, documentation, and developer handoff

- simplifying day-to-day task completion and onboarding.
- Designed the interface for Val, the platform's AI assistant, translating conversational AI capabilities into a clear, usable experience for agents and home buyers.
- Partnered directly with founder and cross-functional team to align AI features with real usability needs and business goals.
- Delivered a production-ready UI, now live for agents and home buyers.

Senior UI/UX Designer @ Dingus & Zazzy (Canada)

JAN 2023 – MAY 2024 (REMOTE)

- Led UX strategy for complex web products, primarily focused on responsive website design, in collaboration with product managers, developers, and executive stakeholders.
- Designed user flows and information architecture for content-heavy and interaction-heavy websites, balancing usability with business objectives.
- Applied usability insights and iterative validation to improve site performance across multiple client engagements.
- Maintained design governance and documentation across long-term client relationships, ensuring consistency across delivery cycles.

UI/UX Designer @ Zawata Afnan Technologies

JAN 2021 – NOV 2022 (ONSITE)

- Designed mobile application interfaces end-to-end, from wireframes through high-fidelity prototypes, for consumer-facing products.
- Built user flows and interaction patterns specific to mobile contexts, balancing screen constraints with usability.
- Conducted UX research using low- and high-fidelity prototypes to validate design decisions before development.
- Applied analytics and task analysis to identify friction points in existing mobile flows and improve engagement.

UI/UX Designer @ RankSol (PVT) LTD

MAY 2019 – SEP 2020 (ONSITE)

- Delivered end-to-end UX/UI for web-based products across multiple client engagements, from initial wireframes through final interface design.
- Designed responsive layouts and user flows aligned with both business goals and user needs.

Tools & Platforms

- Figma
- Adobe XD
- Sketch
- Axure RP
- InVision
- Marvel
- Photoshop
- Illustrator
- Balsamiq
- Zeplin
- Jira
- Asana
- Trello
- ClickUp
- Monday.com
- Basecamp
- Slack
- Zoho Vault

Education

Bachelor's Degree — ENGLISH LANGUAGE AND LITERATURE/LETTERS

Riphah International University | 2016 – 2020

Languages

English — Fluent

Executive Note

My background combines hands-on UX/UI design expertise with strategic product thinking and end-to-end product execution. I actively contribute to product discovery, UX strategy, design systems, and design validation to deliver scalable, high-quality user experiences across complex SaaS, B2B, and AI-driven products.