



Syed Sarim Naeem

Senior Product Designer - Fintech & Digital Products | UX Strategy & AI-Driven Product Building

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Results-driven Senior Product Designer with 10+ years of end-to-end product design experience in **fintech, digital banking, and enterprise SaaS**. Proven track record of owning design strategy from **0→1 product creation to scaled**, multi-million-user platforms. Led two complete app revamps at **Bank Alfalah**, contributing to a **4× growth in Monthly Active Users**. Currently leading product design and business operations at Xicom Solutions, integrating AI-powered workflows to accelerate delivery and close client deals faster. Skilled in cross-functional leadership, design systems, UX research, and modern rapid prototyping.

4× MAU Growth at Bank Alfalah · 2× Full App Revamps · 0→1 Fintech Products · AI-Integrated Workflows · 5+ Years Fintech UX

WORK EXPERIENCE

XICOM SOLUTIONS

Senior Manager - UI/UX & Product Design | DEC 2023 - Present

- Lead end-to-end product design lifecycle for bespoke digital products — from discovery and product strategy to delivery, optimization, and iteration.
- Integrate AI across design and product workflows using Figma AI, Figma Make, GPT-5, Claude, Replit, and Lovable to accelerate ideation, MVP development, and execution.
- Own business, product, and technical operations for digital product engagements — managing project scopes, timelines, workflows, and cross-functional delivery.
- Collaborate closely with developers, product managers, and business stakeholders to bridge design, business, and technical execution.
- Contribute to product planning with a strong understanding of backend workflows and scalable product architecture.
- Directly manage client relationships, ensuring alignment on requirements, expectations, and successful project outcomes.
- Mentor and lead the in-house design team by establishing design standards, review processes, collaborative workflows, and growth frameworks.
- Work across SaaS platforms, enterprise dashboards, fintech solutions, e-commerce experiences, AI-enabled products, and custom digital ecosystems across multiple industries.
- Oversee digital growth initiatives including Google Ads, Meta campaigns, and SEO strategy for growth-oriented clients.
- Explore and integrate emerging AI tools, no-code platforms, and rapid experimentation methods into modern product development workflows.

BANK ALFALAH

Lead UX Designer - AVP - Alfa App & Digital Products | JUL 2018 - NOV 2023

- Owned UX strategy and design direction for the Alfa App — one of Pakistan's leading mobile banking platforms and enterprise fintech products serving millions of users.
- **Delivered 2× major revamps**, restructuring information architecture, navigation flows, and interaction patterns — directly contributing to a **4× increase** in Monthly Active Users (MAU).
- **Built 0→1 Alfa Business App v1 and Alfalah Agent App**, covering onboarding, dashboards, and operational workflows for business and agent banking segments.
- Designed and optimized high-frequency payment flows, virtual cards, NFC, BNPL, lending, and investment (Save & Invest) features — boosting usability, conversion, and adoption.
- Spearheaded the Open App concept and Internet Banking dashboard revamp, introducing modular, extensible design patterns for future product growth.
- **Modernized ATM, CDM, and kiosk interfaces**, delivering a consistent omni-channel user experience across physical and digital touchpoints.
- Co-created Bank Alfalah's cross-platform Design System — establishing tokens, component libraries, and accessibility standards used across all digital products.
- Collaborated with product managers, engineers, compliance, and business stakeholders in Agile/Scrum environments to ship high-quality digital products at scale.

AXACT (INGIC UAE)

Senior UI/UX Designer | JAN 2017 - JUL 2018

- Designed Android and iOS applications for global audiences.
- Delivered modern UI/UX solutions aligned with business goals.
- Created marketing and documentation design assets.
- Collaborated with cross-functional teams to ensure quality delivery.

TECHNOSOL

Senior Creative Designer | JAN 2015 - NOV 2016

- Designed user centered web and mobile app interfaces aligned with client requirements.
- Conducted client consultations to gather requirements and inform design decisions.
- Created graphics for social media and print while maintaining consistent brand identity.

BOUNTY STUDIO

Graphic Designer/Game Artist | JUL 2013 - SEP 2014

- Designed UI assets, environments, props, and character graphics for 2D mobile games.
- Created sprite animations and gameplay visual flows.
- Worked closely with development teams to enhance user engagement.

CORE COMPETENCIES

- **Product & UX Design:** End-to-End Product Design, 0→1 Product Development, UX Strategy, User Research, Usability Testing, Information Architecture, Interaction Design, Wireframing & Prototyping, Journey Mapping, UX Audits, A/B Testing, Personas, Design Thinking
- **Design Systems & Visual:** Design System Architecture, Component Libraries, Design Tokens, Responsive Design, Branding, Visual Design, UI Design (Mobile & Web), 2D Animation, Motion Graphics
- **AI & Rapid Development:** Figma AI, Figma Make, GPT-5, Claude AI, Replit, Lovable, Cursor, MCP, AI-driven workflow automation, Rapid MVP Prototyping, Predictive design insights
- **Tools & Platforms:** Figma, Adobe XD, FigJam, Miro, Balsamiq, Adobe Creative Suite, After Effects, WordPress, HTML, Shopify
- **Leadership & Strategy:** Product Design Leadership, Cross-functional Team Leadership, Client Management, Stakeholder Communication, Design Mentorship, Digital Marketing Strategy (Google Ads, Meta, SEO)
- **Methodologies:** Agile, Scrum, Lean UX, Design Sprints, Tech Collaboration, OKR Alignment

EDUCATION

Bachelors of Science in Media Sciences | 2014-2017

Ilma University (Formerly Institute of Business & Technology)