

7 years designing complex products that hold up in production. Multi-role clinical platforms live in 500+ Saudi clinics, a consumer app with 63% day-one retention at launch, payments in Denmark. Works across the full process from research through engineering handoff and QA, and since 2025 also builds working software with AI coding tools. Open to senior remote roles and select client projects.

THE RECORD

500+

CLINICS RUNNING MY WORK

100K

PATIENTS ON PLATFORMS I DESIGNED

63%

DAY-ONE RETENTION AT LAUNCH, V1 I LED

60+

ENGAGEMENTS SHIPPED, 100% ON TIME

EXPERIENCE

APR 2024 — PRESENT

Karaz Platform — Senior Product Designer

Full-time · Remote (KSA) · KSA's largest healthtech platform, SFDA-licensed, live in 13+ countries

- Rebuilt a three-year-old clinical platform into five role-based dashboards (Doctor, Nurse, Diabetes Educator, Clinic Admin, Patient) from one component set, without disrupting live clinical operations.
- Care-team onboarding dropped from six weeks to four days; three clicks from login to a full patient profile.
- Shipped the patient mobile app on a fixed investor timeline; 100K patients on the platform.

SEP 2022 — MAY 2026

Niyyah — Head of Design

Long-term contract · Islamic learning app and Quran coach, iOS & Android

- Shipped V1 to the App Store in one month; 63% day-one retention at launch; 80+ post-launch iterations.
- Ran 30+ user interviews and up to two A/B tests per week: retention 5.75%→17%, activation 62%→86%, paywall conversion 5%→13% in two months.
- Killed a planned generative-AI chat feature when testing favored curated scholar-authored paths, and redesigned it into the journey model that shipped.

2019 — PRESENT

Lumixel Studio — Independent practice

Alongside full-time roles · 60+ engagements across SaaS, fintech, healthtech, consumer mobile · Top Rated on Upwork, 100% Job Success

- Benchmark (fintech workspace): 11 customer calls and a 14-violation ranked audit before design; support tickets down 40% after launch.
- FePay (Danish payments): MitID onboarding under 90 seconds, <8% drop-off, 94% split-bill payment rate in beta.

JAN 2020 — DEC 2021

Akij iBOS — Lead UX Designer

Full-time · Enterprise software for one of Bangladesh's largest conglomerates

- Data-dense enterprise dashboards and multi-role web apps; the dashboard apprenticeship behind the later clinical work.

WHAT I BRING

- Multi-role platforms, data-dense dashboards, 0→1 mobile products
- Regulated UX: HIPAA, PCI, FDA-adjacent, KYC · WCAG AA
- Design systems engineers actually use: tokens, component APIs, docs
- Full process: research, IA, flows, UI, handoff, QA — documented
- Builds working software with Claude Code & Cursor: two Android apps in private testing, production sites shipped for paying clients

TOOLS & TEACHING

- Figma, FigJam, Notion, ClickUp, Loom, Framer, Webflow, Cursor, Claude Code
- Mixpanel-informed iteration, A/B testing cadence, heuristic audits
- Teaches UI/UX at UIMC; mentors designers across South Asia
- English, working async-first with teams in the US, UK, EU, Middle East, Australia
- Detailed case studies: shahriarsultan.com/work