

Ahmad Majid

Lahore, Pakistan | ahmadmajid031@gmail.com | +92 302 3330272 | [Portfolio](#) | [LinkedIn](#)

PROFESSIONAL SUMMARY

Founding Product Designer with 4+ years across **fintech, RegTech, and US SaaS**. Sole designer of **Ayn**, an all-in-one **KYC/AML and compliance platform** serving **~20 financial institutions** — designs that cut case resolution from **hours to 5–10 minutes** and onboarding from **days to hours**. AI-native: **agents and automations in production** (n8n, Zapier) and **AI-assisted prototyping** from **Figma to React** with **Claude Code** and **Cursor**. Own **design systems, user research, localization** (Arabic–English **RTL**), and developer handoff **end to end**.

EXPERIENCE

Dal

May 2025 – Present

Founding Product Designer

Remote (Saudi RegTech)

- Own product design **0 to 1** for **Ayn**, an all-in-one compliance platform spanning **watchlist screening, KYC/KYB, transaction monitoring, ID verification, and CRM**, serving **~20 enterprise financial-institution clients**
- Designed the **case-resolution workflow** — potential-match review, client matching, case management, and submission in one flow — cutting resolution time from **hours of manual work to 5–10 minutes**
- Designed **data-dense risk-screening dashboards** and false-positive handling UX: near-instant watchlist throughput with **one-action dismissal**, replacing an error-prone manual matching process
- Replaced Excel-and-paperwork onboarding with **client portals**, cutting institution onboarding from **days to hours**
- Built and evolve the **Figma design system**; lead **localization** for Arabic and English markets with **RTL layout systems** and bilingual typography in one consistent global experience
- Built and run **getdal.sa** end to end in **Webflow**, including **AI workflows, agents, and email automations** (n8n, Zapier), analytics instrumentation, and **A/B testing**
- Prototype AI-assisted — **Figma to working code prototypes** with **Claude Code** and **Cursor** — tested directly with clients to validate concepts before engineering handoff

DualityUX

Dec 2025 – Present

Product Design Consultant

Remote (UX agency)

- Consulting **product designer** for a UX agency across **7–10 client engagements**, including an **AI summarization tool** and a **headless CMS** build
- Lifted AI-suggestion acceptance **30%** through **perceived-effort design**: pacing response and loading states (the labor illusion) so AI output reads as considered work rather than instant guesses

Mountainise Inc.

May 2022 – Apr 2025

Product Designer

Remote (US company)

- Designed user-centered products across **SaaS, healthcare, education, logistics, and AI tech**, integrating **machine-learning insights** and behavioral data into design decisions for a US product organization
- Drove a **30% increase in engagement**, a **25% lift in conversions**, and a **15% reduction in churn** through iterative, evidence-based redesigns of products, landing pages, and email campaigns
- Redesigned the **AI-workflow interface** for a US marketing-analytics platform — **complex interaction design** translating automation logic into flows marketers could self-serve
- Directed a junior team** (SEO, graphic design, content) while leading **end-to-end UX research** — interviews, surveys, heuristic evaluations, usability tests — into features shipped with engineers and PMs

PROJECTS

Omnia | Founder of an educational content project: **2M+ views in 2026** at **~7 posts/month**, grown through second-by-second retention

SKILLS

Design & Prototyping: Figma (design systems, high-fidelity prototyping), Webflow, Framer, interaction design

AI & Code: AI-assisted prototyping (Claude Code, Cursor), AI agents & automations (n8n, Zapier), LLM APIs | React, Next.js, Tailwind CSS, HTML/CSS/JS

Research & Analytics: User research, usability testing, A/B testing, Maze, Hotjar, Microsoft Clarity, PostHog, Google Analytics

UX & Domain: Information architecture, accessibility, data visualization, localization/RTL (Arabic–English),

KYC/AML compliance UX, enterprise B2B SaaS

EDUCATION

Lahore University of Management Sciences (LUMS)

Lahore, Pakistan

BSc Management Sciences (consumer analytics, consumer behavior, data management)

2020 – 2024