

NOOR AHMED RAZA PIRWANI

Product Designer & UX Strategist

Karachi, Pakistan | noorahmedpirwani@gmail.com | +92 321 233 0567

Portfolio: <https://noorpirwani.github.io/portfolio/> | LinkedIn: <https://www.linkedin.com/in/noor-ahmed-pirwani/>

PROFESSIONAL SUMMARY

Senior Product Designer specializing in **Enterprise SaaS** and **Data-Driven Interfaces**. Proven track record of transforming high-friction business workflows into intuitive, scalable digital products. Expert in bridging the gap between Generative AI capabilities and user trust mechanics. Currently architecting white-label solutions for high-compliance sectors.

SKILLS & EXPERTISE

- **Core Competencies:** Enterprise UX Strategy, B2B SaaS Design, Information Architecture (IA), Design Systems, Rapid Prototyping, Usability Testing.
- **Tools:** Figma (Advanced: Variables, Auto-Layout), FigJam.
- **Technical Context:** Agile Methodologies, Documentation, Handoff Systems, WCAG Accessibility.

RELEVANT EXPERIENCE

1. Independent Product Consultant | Remote Lead Product Designer (B2B & Enterprise) | September 2025 – Present

Acting as a strategic product partner for enterprise clients, translating complex business requirements into high-fidelity SaaS architectures.

- **Key Contract: Market Access AI (Confidential Enterprise Client)** Redesigned an internal Generative AI research tool. Architected a "Split-View Workspace" that increased data traceability by 100%, resolving critical user trust issues for medical affairs teams.
- **Key Contract: MediFinder (SaaS Platform)** Adapted high-security enterprise directory architecture into a commercial B2B healthcare product. Designed a "Progressive Disclosure" system to manage high-density data, reducing vendor discovery time from days to minutes.

2. XLoop Digital Pvt Ltd | Karachi, Pakistan UX/UI Designer | December 2022 – August 2025

Led end-to-end product design for web and mobile applications in a fast-paced agile environment.

- **Design Systems:** Built and maintained atomic design systems in Figma, reducing engineering handoff friction and ensuring 100% visual consistency across products.
- **User Research:** Conducted heuristic evaluations and usability testing to identify friction points, directly influencing product roadmaps and feature prioritization.
- **Developer Collaboration:** Partnered closely with engineering teams to implement responsive layouts, ensuring final builds matched high-fidelity prototypes.
- **Optimization:** Audited legacy applications to improve accessibility (WCAG) and navigation flow, resulting in measurable improvements in user retention.

ADDITIONAL EXPERIENCE

- **Fab Academy** | Remote Global Evaluator | January 2022 – Present
Mentored international cohorts (China, Singapore, Philippines) on digital fabrication and technical prototyping. Conducted weekly reviews of documentation and project execution to ensure compliance with global certification standards
- **Lab Manager & Instructor** | Sukkur IBA University (Fab Lab Khairpur) | Aug 2018 – Feb 2022
Managed operations for a digital fabrication lab and co-developed a 6-month design diploma program.
- **Space Manager & Coordinator** | Ejaad Tech (Fab Lab Tajurbagah) | Jan 2017 – Jan 2018
Led daily operations and design workshops for a prototyping lab, optimizing space usability for diverse stakeholders.

EDUCATION & CERTIFICATIONS

- **Bachelor (Electronic Engineering)** Hamdard University, Karachi | Graduated 2017
- **Diploma in Digital Fabrication** Fab Academy | Graduated 2018
- **Google UX Design Professional Certificate** (Coursera) - In Progress