Zahra Qamar

Creative Product & Experience Designer | UI/UX Strategist| AI-Enhanced Content & Motion Designer | Graphics & Animations

10+ Years	1207+	95+	23+
EXPERIENCE	UIUX DESIGNS	HAPPY CLIENTS	EVENTS ENGAGEMENT

HELLO !

I'm A Multidisciplinary Product & Digital Designer Who Turns Ideas Into Unforgettable Digital Experiences. With A Proven Track Record Across Banking, E-Commerce, Real Estate, And Travel, I Craft Intuitive Interfaces, Motion-Driven Visuals, And Storytelling-Led Journeys That Captivate Users And Drive Results. I Collaborate Seamlessly With Non-Designers To Align Visions While Confidently Defending My Designs In The Room—Not Just In Figma. By Fusing User-Centered Design, Strategic Insight, And AI-Powered Workflows, I Deliver High-Impact Solutions That Align Creativity With Revenue, Operations, And Speed. Collaborative, Bold, And Endlessly Curious, I Craft Experiences For People To Use, Understand, And Love —Designs That Don't Just Function—They Leave A Lasting Mark.

COMPETENCIES

CX/UX RESEARCH

- AI-Assisted Research & Rapid Ideation
- Requirement Analysis
- Persona Building
- User Journey Mapping
- User Stories
- Sketching
- Wire Framing
- Prototyping
- Design & UI Review
- Usability Testing
- Competitive Analysis
- Task Analysis
- Heuristic Evaluation
- Accessibility Evaluation

Visual Design

- UI Design
- Design system
- Product Design
- Interaction Design
- Presentations
- Social Media
- Print Media
- Logo
- Iconography
- Motion Design & Workflow Visualization
- Creative Concept Development
- Digital Campaign Visuals
- Corporate Identity
- Branding
- Design Tokens
- Intro Videos
- Micro Animations

Skills & Expertise

- Creativity
- Can Do Attitude
- Mentoring
- Leadership
- Self Motivated
- Problem Solver
- User Centric
- Agile Methodology
- AI Prompts
- Visual Storytelling
- Stakeholder Communication
- Cross-Functional Collaboration
- User Research Plans
- Responsive Designs
- Mobile Apps
- Marketing Strategies
- Data Visualization

TOOLS USED

- Figma
- Adobe XD
- Sketch
- Illustrator
- Photoshop
- Indesign
- Axure
- Invision
- Miro
- Marvel
- Mindmap
- Zeplin
- Notion
- Trello
- After effects
- Light Room
- Premier pro
- Ms Office Tools
- Ms Teams
- Zoom
- Google Sheet

EXTRACURRICULARS

- Helping Youth
- Youtube Automation
- Photography
- Traveling
- Fashion Designing
- Music

LANGUAGE

- English C2
- Arabic B1-B2
- Urdu C2
- Hindi C2

WORKING EXPERIENCE

Creative Head
Oct 2024 - Continue

Romaanvi FZE, Dubai

- Spearheaded the visual and creative direction for a competitive e-commerce brand, delivering a premium look & feel that helped the brand compete with Zara, Shein, and Temu.
- Designed and produced marketing visuals, social media content, product graphics, and promotional campaigns that boosted brand visibility and engagement.
- Developed AI-assisted creative workflows to rapidly prototype product visuals, social campaigns, and motion graphics, enhancing content output without compromising quality.
- Led the creation of photo-realistic product mockups, 3D product visualizations, and digital campaigns, ensuring a cohesive and high-end brand presentation.
- Collaborated with marketing, production, and photography teams to create launch-ready visual assets, from ideation to final execution, across digital, print, and social platforms.
- Implemented creative testing strategies (visual concepts, motion snippets, social previews) to optimize engagement and conversions across multiple channels.
- Maintained brand aesthetics while innovating with AI, animation, and design trends, keeping Romaanvi fresh, modern, and highly competitive.

Key Achievements:

- Increased social engagement by 70% through compelling visuals and content campaigns.
- For 50+ product mockups per week, AI generated base renders — I customized them with textures, shadows, and branding, cutting production time by 60% while keeping visuals high-end.
- Elevated product presentation quality, contributing to a 50% rise in e-commerce conversions.
- Successfully integrated AI tools into design workflow, reducing production time and increasing creative output.
- Used AI tools to generate creative concepts for banners, social posts, and product shots, giving multiple variations quickly for approval.

Senior Product & Creative Digital Designer
Jan 2020 – oct 2024

GAC Logistics Park, Dubai

- GAC Dubai is a leading provider of shipping, logistics and marine services.
- Successfully automated the new GAC portal platform PEGASUS, covering shipping and logistics services for fulfilling the needs of both the users and the business.
- Worked closely with different stakeholders to determine what features to improve upon or add to the product. Providing valuable input and suggestions to key business decisions with a user-centered mindset – and the goal of improving the business overall as well. Also handling Heuristic analysis for cross functional teams project.
- Introduced new UX for logistics business for different clients as per their needs by adding new mobile applications on board for warehousing.
  - Successfully launched the website for Pegasus. https://pegasus.gac.com/
  - Revamped the website of GAC https://www.gac.com/
  - Ensured the work of UI UX team is aligned and fulfilling the needs of both users and the business
  - Balanced the business strategy with research insights to generate unique solutions for client's digital needs.
- Conducted user research, competitive analysis and stakeholder interviews to develop Pegasus billing product in Pegasus portal- market fit for the business, ensuring product and services cover the market's demands and a better gateway.
- Improved the reporting accuracy with a more accurate way, by introducing GAC CRM, which covers reports and performance from HR to overall business.
- Researched, designed and prototyped more approachable and valuable experiences for GAC

Key Achievements

- Improved stakeholder/non designers understanding of complex systems through motion-led visual storytelling.
- Accelerated onboarding and cross-team communication using animated workflow explained.
- Delivered consistent high-volume creative assets across video, motion, and graphics formats.
- Contributed to successful web and internal platform launches, enhancing visual communication and adoption

UIUX Designer | Product Designer
-2023

DOE. Department of Energy, Abu Dhabi

- Designed internal digital portals and collaboration platforms, focusing on clear visual structure and intuitive presentation for teams and clients.
- Created workflow-driven app visuals that simplified internal processes and improved day-to-day collaboration.
- Developed visually engaging intranet layouts and communication assets to support team connectivity and information flow.
- Produced presentation graphics and visual materials to communicate project concepts and operational workflows.
- Designed animated explainers, quick-launch videos, and motion visuals using Adobe After Effects and Premiere Pro to enhance understanding and onboarding.
- Delivered cross-platform visual assets combining graphics, motion, and storytelling to support internal initiatives.

Key Achievements
Led high-stakes design discussions, confidently defending creative and workflow decisions in stakeholder meetings beyond tools and mockups.

Aligned visual solutions with business speed and revenue goals, ensuring practical and impactful execution.
Collaborated with non-design stakeholders to translate complex use cases into motion-driven visuals and presentations for clearer understanding and buy-in.

Used animation and visual storytelling to communicate ideas, accelerate decisions, and bridge gaps between teams.

UIUX Designer | Creative Digital Designer | UX Audits
Feb 2019 – Dec 2019

Like Digitals and partners, London

(Hospitality, Wellness & Fashion Clients)

- Designed high-end digital visuals, landing pages, and campaign layouts for luxury hospitality and lifestyle brands, ensuring brand consistency and premium presentation.
  Mazagan Beach Resort: https://www.mazaganbeachresort.com/
- Produced visually rich newsletter creatives and web assets aligned with seasonal campaigns and brand storytelling.
  One&Only Resorts: https://www.oneandonlyresorts.com/
- Contributed to the visual development of a luxury wellness mobile application, creating scalable design systems and presentation visuals to communicate product direction.
  SIRO Hotels App: https://www.sirohotels.com/
- Conducted visual and usability reviews to identify improvement opportunities, translating insights into clear creative recommendations for premium brands:
  Noble Panacea: https://www.noblepanacea.com/en/
  Zumnorde: https://zumnorde.de/
  Clarks UAE: https://www.clarksstores.ae/

Key Achievements
- Delivered polished digital creatives for globally recognized luxury brands.
- Strengthened campaign storytelling through premium web and newsletter visuals.
- Enhanced visual clarity and engagement via structured creative reviews.

UIUX Designer | UX Strategist
Feb 2018- 2019

Mashreq Bank, Dubai

- Contributed to the visual transformation of Mashreq's branchless banking platforms, designing polished digital interfaces that simplified complex financial journeys into clear, user-friendly experiences.
- Created structured visual layouts and system-driven assets to support the digitization of banking workflows and customer touch points.
- Collaborated closely with product and stakeholder teams to align creative direction with business goals, ensuring clarity, consistency, and adoption.
- Produced presentation visuals, interface graphics, and workflow-driven mockups that helped communicate digital banking concepts across teams.
- Applied scalable design frameworks to maintain visual consistency across web and mobile banking environments.
- Supported the launch and refinement of digital banking platforms through iterative visual improvements and creative problem-solving.
- Platforms
  Mashreq Neo: https://www.mashreqneo.com/
  Mashreq NeoBiz: https://www.mashreqneobiz.com/en/

Key Achivements:

- Contributed to the launch and visual refinement of branchless banking platforms supporting thousands of active digital users, improving clarity and usability across core journeys.
- Helped streamline complex banking workflows, reducing friction and contributing to an estimated 30–40% improvement in task efficiency during internal testing and rollout phases.
- Delivered scalable visual frameworks that accelerated cross-team implementation and reduced redesign cycles by 25%.
- Strengthened stakeholder communication through structured visual presentations, improving decision turnaround time and alignment during product iterations.

UIUX Designer | UX Strategist | UX Audit
2016- 2018

Freelance, UAE

Successfully designed the UI's for following projects

https://www.igcc.ae/en/home.aspx
https://www.sca.gov.ae/en/home.aspx#scaBreif
https://www.tra.gov.ae/en/home.aspx
https://www.sharjahwbc.com/
https://sharjahpressclub.ae/
https://www.sira.gov.ae/en/home.aspx
https://asmk.ae/https://www.techfix.ae/
http://ddrenovation.ae/
http://ddrenovation.ae/
http://alabrarint.com/
https://www.smilerentacar.ae/
http://www.bowbofashion.com/
http://www.sunford.com/
https://www.fixonclick.com/
https://myroyalride.com/

Creative Digital Designer
2015- 2016

Earn Extra Miles, UAE

- Led the creative design of a multi-service travel platform, translating a complex ecosystem of bookings, loyalty services, and travel tools into a clear, visually engaging digital experience.
- Designed structured layouts and interface visuals that simplified navigation across multiple service categories.
- Collaborated with product stakeholders to identify experience gaps and introduce creative enhancements that improved clarity and customer flow.
- Produced presentation visuals and interface mockups to communicate platform structure and feature expansion.
- Applied creative problem-solving to unify diverse services into a cohesive digital journey.
  Platform
- Earn Extra Miles: https://earnextramiles.com/app/home

Key Achievements

- Delivered a visually cohesive platform experience integrating multiple travel services into a single user flow.
- Improved navigation clarity and service discoverability through structured visual design.
- Accelerated platform rollout with stakeholder-aligned creative solutions.