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Syed Ali Haider – Principal Product UI/UX Designer with AI Specialization

UI/UX Designer with 10+ years of product design experience and a Masters in Artificial Intelligence. Bridges the gap between design teams and AI engineers. I can easily translate complex model outputs into clean, human-centered interfaces. Top Rated proven track record delivering end-to-end digital products for international clients. Comfortable working across traditional and emerging tools, with a consistent track record of picking up new technologies fast. Expert in the full 2026 AI Design Stack (Figma AI, Cursor, Lovable, Framer and Claude Code) for intuitive product experiences.

EXPERIENCE

Product UI/UX Designer – AI Engineer

Company: WordPress Department (www.wordpressdepartment.com) | Freelance Contract (UK) | Sep 2025 – Present

- Designed and delivered end-to-end WordPress websites for UK and international clients – managed full project lifecycle from initial design in Figma to final deployment.
- Integrated AI tools into the design and development workflow to increase 33% production speed while maintaining high attention to detail.
- Handled ongoing WordPress maintenance, theme customization, and performance optimization for live client websites.
- Worked with Elementor, Figma, and Webflow – adapting to project needs across PHP custom development and React-based builds.

Product UI/UX Website and Dashboard Designer – WordPress Engineer

Company: Sentic GmbH (www.sentic.de) | Wolfsburg, Germany | Jul 2024 – Sep 2025

- Designed and developed the company's customer-facing AI product dashboard using React and JavaScript – translating complex AI outputs into clean, intuitive interfaces.
- Built and maintained the company's WordPress website – including custom theme development, plugin customization, and full mobile responsiveness.
- Collaborated closely with a 15-person cross-functional team across technical, development, and marketing departments.
- Worked directly with the CEO, financial lead, and department heads – actively participating in company planning, sprint reviews, and internal strategy sessions.
- Created visual assets, video content, and managed design projects across multiple company initiatives simultaneously.
- Translated complex AI system outputs into intuitive dashboard interfaces for non-technical end users, applying UX best practices to reduce friction in a data-heavy product.

Senior Product UI/UX Designer – WooCommerce and WordPress Specialization

Company: OOGLOO Web & Beyond, LLC. (www.oogloo.com) | Hybrid | Sep 2015 – Aug 2023

- Started as a Graphic Design intern and progressed to Senior Product UI/UX Designer through consistent skill development and performance over 8 years.
- Mentored and guided junior designers within the team, reviewing work, providing feedback, and supporting their growth across UI/UX and visual design disciplines.
- Delivered 100+ end-to-end digital projects including e-commerce stores and marketplaces (including WooCommerce and Shopify builds with full product listing, checkout, and conversion optimization), SaaS web applications, corporate websites, mobile app interfaces, and branding projects for clients across 10+ countries.
- Led UI/UX design using Figma and Adobe XD – handling everything from wireframes and prototypes to final handoff and developer collaboration.
- Specialized in WooCommerce and WordPress development – building custom themes, plugins, and responsive layouts tailored to client requirements.

- Managed multiple simultaneous projects across design and development tracks, maintaining quality and deadlines independently.

SKILLS

Core Skills: Figma, Figma AI, Adobe XD, UI/UX Design, Product Design, Wireframing and Prototyping, Information Architecture, WordPress Development, WooCommerce, Elementor, Custom Theme and Plugin Development, React (Frontend), Responsive Web Design, Webflow, Framer, Shopify, Data-informed Design

Additional Skills: Cursor, Lovable, v0 by Vercel, Figma Make, MidJourney, Adobe Firefly, Jira, FigJam, GitHub, Docker, Domain and Hosting Management, Bubble.io, No-code Development, Linux Ubuntu, AI-Assisted Design Workflows, Graphics Design, Video Content/Production, Digital Marketing Support, Project Management, PHP, Javascript, Agile/Sprint Collaboration, Vercel Deployment, Balsamiq, A/B Testing, UX Research, Usability Testing

EDUCATION

Masters in Artificial Intelligence (Cottbus, Germany – BTU Cottbus) Oct 2023 – Dec 2026 (Expected)

Bachelors in Computer Science (Lahore, Pakistan – Lahore Garrison University) May 2017 – Sep 2021

LANGUAGES

English – C1 and Deutsch – B2

CERTIFICATIONS

Figma UI/UX Design Essentials by Daniel Walter Scott (Udemy)

100 Days of Code: The Complete Python Pro Bootcamp by Dr. Angela Yu (Udemy)

Blue Card Eligible – Available Immediately – Open to relocation anywhere in Germany

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