AYEESHA KHALID

SENIOR PRODUCT DESIGNER | DIGITAL BANKING & FINTECH

Dubai, UAE | Global | LinkedIn | Portfolio | Email

PROFESSIONAL SUMMARY

Senior Product Designer with 5+ years of experience designing digital banking and fintech products across UAE and Pakistan. Specialized in complex financial journeys including authentication, identity, KYC, onboarding and security, with experience leading design at scale. Delivered 500+ production screens and led end-to-end experience design for a digital banking product launched to millions of users within an 8-month delivery window.

CORE SKILLS

Product Design | Digital Banking | FinTech | UX Strategy | KYC | Authentication | Identity & Security | Customer Onboarding | Payments | Compliance UX | Design Systems | Product Discovery | Prototyping | Usability Testing | Design QA | Accessibility | Agile / Scrum | Stakeholder Management | Cross-functional Leadership | Mentoring

PROFESSIONAL EXPERIENCE

ADCB

Senior Executive – Experience Designer | Sep 2025 – Present | UAE

- Led end-to-end experience design from product definition through production launch, delivering a new digital banking product to millions of users within an 8-month timeline.
- Coordinated design across a 12–15 member design squad and Product, Engineering, Business and Compliance teams, delivering 500+ production screens across authentication, identity and KYC.
- Owned critical customer journeys spanning login and registration, FacePass authentication, identity verification, KYC declarations and FATCA/CRS, translating complex security and regulatory requirements into scalable customer experiences.
- Led recurring design reviews with 30–50+ cross-functional participants, resolving experience decisions across user flows, interaction patterns, edge cases and implementation constraints.
- Provided design critique and feedback across a 40+ designer community, reinforcing interaction standards and improving consistency across delivered experiences.
- Evolved reusable design-system patterns, contributing 8 production-ready components that improved consistency and scalability across banking journeys.
- Shipped 4 end-to-end authentication, identity and KYC journeys into production, partnering with Engineering from design handoff through implementation and QA.

MASHREQ

UX / Product Designer | Mar 2024 – Sep 2025 | UAE / Remote

- Led UX design for existing-customer KYC across Mashreq's core banking app, designing approximately 15 end-to-end journeys across mobile and web.
- Designed SME KYC renewal across 9 KYC modules and 2 delivery phases, transforming a fragmented compliance process into a centralized, status-driven experience across mobile and web.
- Translated complex identity, verification and regulatory requirements into information architecture, user flows, wireframes, prototypes and high-fidelity interfaces for regulated banking workflows.
- Simplified complex KYC requirements into clear, actionable experiences, helping customers identify outstanding requirements, submit documentation and progress through verification.
- Partnered with Product, Business, Compliance and Engineering teams to resolve regulatory requirements, edge cases and technical constraints across multiple KYC workstreams.
- Led design reviews and stakeholder alignment across KYC initiatives, establishing reusable interaction patterns and improving consistency across regulated banking experiences.

HBL

UI/UX Designer | Mar 2023 – Feb 2024 | Pakistan / UAE / Maldives

- Redesigned multi-market digital banking experiences across Pakistan, UAE and Maldives, contributing to a 60% increase in engagement and market share.
- Led UX/UI design across payments, loans and cards, translating customer needs, business requirements and technical constraints into production-ready mobile experiences.
- Built a scalable design system from the ground up, creating reusable components and interaction patterns that improved consistency across banking products.
- Standardized core interaction patterns across three markets, reducing experience fragmentation and enabling more scalable product delivery.
- Partnered with Product, Technology and Business stakeholders from discovery through implementation to validate solutions and resolve delivery constraints.

CLOUD PRIMERO

Product Designer | Feb 2022 – Aug 2022 | Pakistan

- Designed the product experience for a startup building a go-to solution for home-based resellers, simplifying product discovery, product management and selling workflows.
- Redesigned favourites, filtering and smart-search workflows, reducing task completion time by 80% in usability testing.
- Designed responsive end-to-end experiences from information architecture and user flows through prototyping, high-fidelity UI and implementation support.

VINNCORP

UI/UX Designer | Feb 2021 – Feb 2022 | Pakistan

- Designed responsive web and mobile experiences across multiple digital products, translating business requirements into user flows, prototypes and production-ready interfaces.
- Partnered with developers and stakeholders to resolve usability and implementation challenges throughout product delivery.

EDUCATION

BS Software Engineering — Usman Institute of Technology | 2020

TOOLS

Figma | FigJam | ProtoPie | Dovetail | Amplitude | Lottie | Adobe Creative Suite | ChatGPT | Claude | Cursor