



Usman Gillani

Principal Lead UI/UX & Design,
Fintech & Telecom

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Personal Skills

- User Experience
- Wire Framing, Journey Mapping.
- User Interface (UI) Visual Design,
- Prototyping: Using Tools Like Figma,
- Usability Testing: Running Tests,
- Design Systems Building
- Design Leadership
- Product Thinking
- Stakeholder Management
- Vision & Strategy Defining Design
- Collaboration & Communication
- Cross-Functional Collaboration
- Front-End Basics Understanding

Awards & Recognitions

Recognised for best performance / Contribution by Tigo Pesa (Tanzania)
March 2024

Recognized with the Next Gen Award by Easypaisa for four consecutive years
Nov 2019, 2020, 2021, 2022

Recognised for Top performer of the year (Axian Group)
Jan 2025

Professional Tools

- Figma
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Zeplin
- Sketch
- Miro Board
- Jira
- Confluence

About Me

Adaptable and professional UI/UX designer with 10 years + progressive experience have acquired specialized skills in human centered design, digital strategy, design thinking, visual design and creative thinking; I create seamless digital experiences for leading Companies. I'm just as comfortable working for tiny startups as multinationals from entrepreneurs to banks, governments and international companies I've worked for them all, enhancing their products, services and web & mobile applications. I care about real problems, needs of the users and customers, the human experience, context. Proven ability to develop and manage corporate visual communication, marketing and brand strategies to raise internal and external awareness of the organization's work and achievements. Ability to work with a cross-disciplinary product team and pair with everyone – developers, product managers, other designers, and stakeholders.

Seeking a Senior UI/UX Designer position where my skills and expertise will support and further corporate goals.

Professional Experience

Axian Group/ Fintech & Telecom

Principal Lead UI/UX & Design | Madagascar, Islamabad
April 2022 - Present

As an Experience Design Practice Lead, I drive and scale design excellence across multiple products and business units, ensuring innovation remains at the heart of every solution. I define and implement strategic design approaches that align with both business objectives and user needs, while staying ahead of market trends. A key part of my role involves establishing and evolving robust design systems and scalable processes to maintain consistency and efficiency across platforms. I champion human-centered design, advocating for user needs throughout the entire product lifecycle. With a deep commitment to team development, I mentor and empower design teams, fostering a culture of collaboration, continuous learning, and experimentation. I also lead innovation through design thinking workshops, rapid prototyping, and user validation. Measuring the impact of design is core to my practice-leveraging UX metrics, analytics, and qualitative insights to inform and improve the user experience.

Here are my projects at Axian Group

Fintech & Telecom Application

- [Mixx Tanzania on the App Store \(4.8 Ratings\)](#)
- [Mvola Super App \(5.0 Ratings\)](#)
- [Yas Websites for 6 Countries \(Live site\)](#)
- [Mixx Senegal Super App \(3+ Ratings & 1M+ downloads\)](#)

Telenor Micro Finance Bank

UI/UX PRODUCT DESIGN LEAD
[Easypaisa Fintech App \(4.6 Ratings\)](#)

Easypaisa App, leading financial application in Pakistan

Easypaisa is Pakistan's pioneering digital payments platform and branchless banking service, originally launched in 2009 by Telenor Microfinance Bank and later supported by Ant Group (parent company of Alipay) With over **80 million registered users**—roughly one in four Pakistani adults—and billions in transactions processed annually, Easypaisa holds a leading position in Pakistan's fintech.

Roles/Responsibilities:

- Working in collaboration with AliPay, Gcash UI-UX design teams.
- Collaborated in an agile, cross-functional team to design an innovative feature by conducting market research, designing user-centered solutions for Easypaisa.
- Product ownership, working together with product managers to get the priorities right through PRD and discuss requirements with solution architecture and development team to deliver the project on time.
- Conceptualize and produce dynamic designs. Collaborate with different teams and work well with developers, Test Engineers, and product management.
- Created frameworks and prototypes to share the vision, design principles, and workflow strategy. This helped to evangelize ideas, gain alignment, and drive decision-making.
- Conducted research with interviews, surveys, and comparative analysis. Used the findings to design user personas, conversation flows, Build wire-frames, functional prototypes to refine the

www.onescreeresolutions.com

LEAD UI UX

Nov 2017 - Mar 2018, Islamabad, Pakistan

OneScreen Solutions, headquartered in San Diego, CA, is a leading technology company specializing in interactive collaboration tools tailored for education and corporate environments. Founded in 2012 (by its predecessor roots dating back to Clary in 1954), the company excels at breaking down technological barriers to make teamwork seamless and productive—anytime, anywhere. Their products range from interactive flat panels and video collaboration solutions to AI-enhanced software and digital whiteboards

[Miiscan / www.miiscan.com](http://www.miiscan.com)

SENIOR UI UX

Mar 2016 - Feb 2017, Islamabad, Pakistan

MiiScan is a mobile engagement and payment platform designed to help merchants and advertisers connect with consumers through interactive mobile technologies. The platform enables users to scan QR codes embedded in various media—like print, TV, or digital ads—using their smartphones. This allows them to make purchases, add coupons to a mobile wallet, or engage with promotional content seamlessly.

[Merrill Lynch/ Benefits OnLine](#)

SENIOR UI UX

Oct 2013 - Mar 2016, Islamabad, Pakistan

As a UI/UX Designer for the Benefits OnLine app at Merrill (Bank of America), I focused on creating intuitive, accessible, and mobile-first experiences that empower users to easily manage their retirement plans and investments. I streamlined complex financial data into clear, actionable dashboards, simplified key workflows like contributions and balance checks, and ensured consistency with the enterprise design system. By incorporating user feedback and usability testing, I helped deliver a more seamless, secure, and user-friendly app experience for millions of employees.

www.ideationtec.com

UI-UX Designer

Mar 2012 - Oct 2013, Islamabad, Pakistan

At IDEATION, we set the standard in IT and business services, transforming visions into cutting-edge realities. Our unmatched expertise in mobile content, core network solutions, and web development keeps our clients ahead of the curve. IDEATION, mobile solutions empower businesses to enhance engagement, optimize operations, and drive meaningful growth. With deep expertise across telecommunications infrastructure, customer interaction platforms, cloud-based services, and intelligent automation, we deliver scalable and reliable systems tailored to modern digital needs.

www.elgiganten.dk

UI-UX Designer

Nov 2009 - Mar 2012, Islamabad, Pakistan

Elgiganten A/S is Denmark's premier consumer electronics retailer, operating ~30 stores and ~1,500 employees, and part of the Nordic retail powerhouse Elkjøp Nordic under Currys plc. Known for its strong omnichannel presence, the company expertly blends online and in-store experiences to deliver seamless customer engagement

Education

MIT- Master of Information Technology

August 2008, Center of Information Technology, Rwp Camp

PGIT- Postgraduate of information Technology

August 2005, Hamdard University, Islamabad Camp

Bachelor of Commerce

August 2002, Hamdard University, Islamabad Camp

Certifications

Google Foundations of User Experience (UX) Design

Master Digital Product Design: UX Research & UI Design

GenAI Fundamentals for UX Designers + Researchers