

Muhammad K. Niazi

PRODUCT DESIGNER

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SUMMARY

Product designer with 7 years of experience across institutional systems, consumer fintech, and brand identity. Applies Goal-Directed Design and structured research — interviews, thematic coding, usability testing — to build products that measurably improve outcomes. National Gold ADDY winner for a course registration redesign that increased task completion by 40% and halved time-on-task for 10,000+ users. Relocating to the DMV area.

EXPERIENCE

Visual Designer 2025 – 26

Umee Social · Part-time · Virginia (Hybrid)

- Designed product UI and marketing touchpoints for a social platform; built a component library and delivered developer-ready Figma specs to engineering.

Graphic Design Assistant 2024 – 26

Wilson College of Business · University of Northern Iowa · Part-time

- Led UX redesign of UNI's course registration system (MyUNiverse) applying Goal-Directed Design: 12-participant study, interaction flows and hi-fi prototypes — 40% task completion increase, 50% reduction in time-on-task for 10,000+ students. National Gold ADDY.
- Improved UX/UI and accessibility of the Business Student Hub; delivered a multi-platform design system across print and digital.

Digital Design Lead 2024

Loaded Magazine · Full-time · London (Remote)

- Led digital design for a UK lifestyle publication; unified editorial layout across print and digital, directed social content, and owned brand identity across all touchpoints.
- Increased audience engagement 2% through mobile-first optimization; integrated AI tools into content workflows, reducing production time.

User Experience Designer 2022 – 24

Hashmaker Solutions · Part-time · Fintech & SaaS

- Designed end-to-end UX/UI for fintech and SaaS products (Service Bull, Dale); collaborated with engineering on scalable design systems delivering production-ready designs that improved engagement and conversion.

Assistant Brand Manager 2021 – 22

Brandeeq · Contract

- Contributed to brand strategy and visual identity under Fortune 300 CCO George Noon; developed brand guidelines, visual systems, and campaign creative for global client accounts.

Project Lead 2018 – 20

South Asia Strategic Stability Institute · Full-time · Islamabad

- Led cross-functional research projects and strategic analysis at a policy institute; developed research frameworks and produced policy publications.

RECOGNITION

National Gold ADDY Award — Course Registration System Redesign 2026

American Advertising Federation · 25,000+ national entries · Shared stage with Google, Meta, Ogilvy & GSD&M

Best of Show, Gold ADDY — Course Registration Redesign 2026

AAF Cedar Valley

1st Runner-Up, Interactive Design — Sprout (Finance App) 2025

GLITCH · AIGA MSU

Honorable Mention — ADAI 2025

American Design & Advertising Institute

Honorable Mention — GLITCH 2025

AIGA MSU

Dean's List · Cum Laude 2024 – 26

University of Northern Iowa · GPA 3.94

EDUCATION

Bachelor of Fine Arts, Graphic Design 2022 – 26

University of Northern Iowa · Cum Laude · GPA 3.94

Google UX Design Certificate 2024

Google · Coursera

SKILLS

Design & Research Goal-Directed Design · UX Research · Usability Testing · Thematic Coding · Information Architecture · Heuristic Analysis · Journey Mapping · Design Systems · Prototyping · Brand Identity · Visual Storytelling · Typography · Layout Systems

Tools & Platforms Figma · Adobe Creative Suite · Framer · Webflow · AI-assisted Workflows

Technical HTML · CSS · Responsive Design