WALEED TAREK

UX + VISUAL + DESIGN + AI-DRIVEN

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EXPERIENCE

Senior UI/UX Designer – Emdad by Elm
(Zakat, Tax & Customs Authority)

Nov 2025 – Present | Full Time

- Played a lead role in optimizing ZATCA's ERAD VAT Return module, enhancing user-flow efficiency and increasing successful return submissions.
- Worked extensively across ZATCA's VAT vertical, analyzing VAT data and partnering with business analysts and audit experts to identify and resolve weak areas in the system, turning insights into targeted design improvements.
- Redesigned key flows in ZATCA's Excise Tax module, driving a 25% increase in user retention across targeted steps and creating a smoother experience for first-time users.
- Simplified the onboarding experience for ZATCA's E-Invoicing Phase 2 (Fatoora), making it easier for retailers to register and integrate.
- Applied the DGA (Digital Government Authority) design system across products, ensuring consistent implementation, governance, and scalable component usage.
- Conducted User Acceptance Testing (UAT) to validate product quality, ensuring alignment with business requirements and user expectations before release.
- Led UX research initiatives for Warehouse Services, uncovering user pain points and translating insights into actionable design improvements.
- Designed and optimized RTL (right-to-left) interfaces to ensure accessibility and usability for Arabic-speaking users.

Senior UI/UX Designer – DPL Pvt (Ltd)

May 2023 – Aug 2025 | Full Time

- Solo-led the design vertical on multiple projects across B2B SaaS, government, US health-tech and US multi-tech, owning design from discovery to launch across 1,000+ web, mobile and tablet screens.
- Designed the Sindh Social Protection Authority's first digital grievance system, replacing a 30-year-old paper process; led the UX audit and user research behind it.
- The AI-assisted system handled 18,000+ complaints in its first month (vs. 7–8K a year on paper), cut average resolution time from 120 to 50 days, and is now deployed in 15+ cities across Sindh.
- Interviewed Pakistan Air Force pilots and key stakeholders to map their operations, shaping PALMS, the Air Operations and Management System covering operations and repair management across the Air Force, saving $100M per annum.
- Led design for iApartments, a US multi-million-dollar property management platform, reshaping and revamping the product across web, mobile and tablet in close, ongoing collaboration with the client.
- Designed UI for iApartments' IoT products and introduced the Self-Guided Tour (SGT) concept, testing it in real time with live IoT devices.
- Ran continuous feedback loops with iApartments' on-site US team, using live product data to optimize the experience long-term, backed by developer walkthroughs and design QA.

CORE SKILLS

User Research & Usability Testing
Document Analysis
UX Audit
Information Architecture
Interaction Design
Wireframing & Prototyping
Design Systems
Responsive Web, Mobile & Tablet
Dashboards & Data-Heavy Forms
Bilingual LTR / RTL Design
Accessibility
Developer Handoff & Design QA
AI-Assisted Design
AI Product Research
End-to-End AI Product Building
Brand Identity
Marketing & Visual Design
Project Management
Agile
HTML/CSS

- Revamped AIO IO, a US restaurant management product, digitally transforming it into a multi-user, multi-functional platform built for IoT devices.
- Built the Digital Quran Certification & Authentication (DQCA) product for King Saud University, including its bilingual Arabic/English RTL design system across web and mobile, in continuous collaboration with university stakeholders.
- Helped the Miracle Morning team (US-based franchise) refine existing design decisions and map core problems in their development lifecycle.
- Helped build Engage, DPL's core design system, used company-wide for development.
- Worked with CEOs, CTOs, product owners, business analysts and developers through design sprints, design reviews, Figma Dev Mode handoffs and design QA.
- Handled DPL's internal design needs, including the company website, client-handling flows and multidisciplinary design requests.

Senior UI/UX Designer – Baroque Group UAE

Apr 2023 – May 2024 | Full Time

- Partnered with Emaar, Dubai's largest real estate developer, to shape the UX of their end-to-end customer journey across real estate platforms.
- Designed user experiences for banking platforms, focusing on clarity, trust, and seamless transaction flows.
- Elevated the UX of Baroque's luxury concierge portfolio, creating a consistent, premium experience across platforms.

Senior UI/UX Designer – Techception

Dec 2022 – Apr 2023 | Hybrid

- Designed a fintech & AI-powered CRM integrating automation, analytics, and intelligent workflows.
- Developed high-conversion SaaS landing pages in no-code tools like Framer, improving lead generation metrics.
- Created high-fidelity prototypes for a property investment dashboard aimed at UAE-based investors.
- Worked closely with founders and developers in fast-paced sprints, taking features from concept to developer-ready designs.

Associate UI/UX Designer – Convo (YC W19)

Jan 2022 – Dec 2022 | Hybrid

- Led product design for Zoovu, an AI-powered product discovery platform used by top-tier brands such as Microsoft, Canon and Bosch, designing guided-selling and product-configuration experiences across multiple platform verticals that helped bring leading e-commerce brands onto the platform.
- Built an extensive, multi-user design system for Zoovu from scratch, covering the entire product and significantly reducing development effort.
- Partnered with product owners and the product management team, actively contributing to sprints and user-journey mapping.
- Improved the UX of a teen mental health mobile app, leading to higher engagement and retention rates.
- Led UX design for Zip Homes, a real estate fabrication and modular home construction platform.
- Worked with the design team to enhance the Convo communication platform through feature additions and workflow optimizations.

CERTIFICATIONS

Bachelors in Artificial Intelligence
Iqra University

UX Design Professional Certificate
Google

Project Management Professional Certificate
Google

TOOLS

Figma & Dev Mode

Figma AI

Framer

Adobe Creative Suite

Jira

Hotjar

Microsoft Clarity

Google Analytics 4

VWO

Claude & Claude Design

ChatGPT

Google Stitch

Lovable

Multidisciplinary Designer – Jtelemarketing

Dec 2019 – Jan 2022 | On-site

- Led the design team and oversaw both the design and marketing functions, owning design decisions in close collaboration with the CEO, CTO and HR.
- Designed the website and multiple sales landing pages for Frontpoint, a US home security and smart camera company and the company's key client, and improved the UX of their CRM, supporting sales month after month.
- Worked with the marketing and Google Ads teams to grow sales through sharper copywriting and creatives, and helped manage digital ad spend.
- Delivered branding, UI/UX, and marketing materials for B2B and B2C campaigns, plus real estate websites, investor dashboards, and mobile apps for clients in Pakistan and the UAE.
- Managed multimedia content creation, including motion graphics, promotional videos, social media visuals, and video production for digital platforms.
- Awarded Employee of the Month.