SALMAN ZAFAR

PRODUCT DESIGNER | UX RESEARCH • DESIGN SYSTEMS • AI-ASSISTED DESIGN

Milton, ON, Canada • 647-832-6142 • salmanzafar75@gmail.com • linkedin.com/in/salman-zafar-a16b795 • salmanzaffar.com

PROFESSIONAL PROFILE

Strategic, results-driven Product and UX Designer with roots in art direction and branding, and 15+ years of experience crafting human-centered digital experiences across product design, UX strategy, branding, and digital communication. Proven track record of transforming complex user journeys into intuitive, frictionless experiences that elevate engagement, build trust, and drive measurable business outcomes.

Skilled in end-to-end product design from user research, journey mapping, and information architecture through wireframing, prototyping, and interaction design. Adept at translating complex business objectives into scalable, user-centered solutions for B2B and B2C insurance, lending, media, and AI-powered products.

CORE COMPETENCIES

UX RESEARCH & STRATEGY

User Research • Persona Development • Journey Mapping • Heuristic Evaluation • A/B Testing • Information Architecture • Accessibility • Usability Testing

PRODUCT & INTERACTION DESIGN

Wireframing • Prototyping • Interaction Design • Design Systems • User Flows • Visual Design • Conversion Optimization • Responsive Design

TOOLS & TECHNOLOGIES

Figma • Sketch • Adobe XD • FigJam • Miro • Photoshop • Claude • Google Analytics • Canva • Adobe Creative Suite

LEADERSHIP & COLLABORATION

Cross-Functional Teams • Agile Methodologies • Stakeholder Management • Workshop Facilitation • Design Thinking • Mentorship

FEATURED PROJECTS

Lifensure.ca — Product Design

Designed end-to-end onboarding and quote flow through user research, journey mapping, and iterative prototyping. **100% task completion**

Dialcom.ai — AI Voice & CRM Platform

Designed the CRM and AI voice-agent experience for a lending platform — borrower profiles, call workflows, and automated appointment booking. **Live pilot in market**

Burgerbloc.ca — Digital Experience

Led UX and visual strategy for digital campaigns and customer touchpoints across web and social channels. **40% lift in campaign engagement**

PROFESSIONAL EXPERIENCE

User Experience Designer | Dialcom.ai *Feb 2026 – Sep 2026*

Oakville, Ontario · Hybrid

- Designed core product experiences for an AI-powered CRM and voice-agent platform serving lending businesses, spanning lead management, borrower profiles, and automated appointment booking.
- Mapped end-to-end borrower and loan-officer journeys and translated them into user flows, wireframes, and interactive prototypes in Figma.

- Designed clear interfaces for AI voice-agent workflows, including call qualification, scheduling, and hand-off, so loan teams can monitor and trust automated conversations.
- Built and maintained reusable design-system components for consistent, scalable UI across CRM, communication (calls, SMS, email, chat), and analytics views.
- Partnered with founders and engineers in an agile environment to prioritize features, validate designs with users, and ship iteratively.

User Experience Designer | Lifensure & Callead

Dec 2025 – Mar 2026

Mississauga, Ontario · Hybrid

- Led end-to-end UX strategy across discovery, research, wireframing, prototyping, and usability validation, reducing average onboarding time by 10% through iterative design improvements.
- Redesigned onboarding, quote generation, and payment journeys for client platforms, cutting user drop-off rates by up to 50% and measurably improving conversion performance.
- Conducted user interviews, competitor benchmarking, and heuristic evaluations, surfacing key pain points that informed design decisions and reduced support tickets by ~80%.
- Translated complex business requirements into intuitive digital workflows and scalable design systems used across multiple client products.
- Collaborated with cross-functional stakeholders to align UX strategy with product roadmaps and business objectives.

Art Director, Brand & Digital Experience | Burgerbloc

Feb 2021 – Mar 2024

Mississauga, Ontario

- Directed brand strategy and digital experience design across web, social, and marketing channels, driving a 40% increase in campaign engagement.
- Applied UX principles to customer-facing digital touchpoints, improving usability and brand consistency across all channels.
- Led creative production of menus, promotional, digital, and in-store visuals, supervising photographers, designers, and vendors, and aligning design with marketing and business growth objectives.

PREVIOUS EXPERIENCE

Earlier roles in art direction, editorial, communications, and operations that built the foundation for a UX career:

Process Assistant | Amazon · Ontario, Canada — *Aug 2018 – Feb 2022*
Supported high-volume fulfillment operations, coordinating team workflows and process efficiency.

Fashion Editor / Art Director | Sunday Magazine · Lahore, Pakistan — *Jan 2009 – Jun 2017*
Led editorial and visual direction; grew advertising volume 40%, cut printing costs 40% through content restructuring, and conceived the fully sponsored live-telecast “Sunday Fashion Show.”

Public Relations Manager | NETSOL Technologies · Lahore, Pakistan — *2013 – 2014*
Developed executive communication strategies and media relations initiatives that strengthened brand visibility and market presence for leadership and technology launches.

Art Director | Pace Pakistan Ltd. · Lahore, Pakistan — *Jan 2009 – Nov 2012*
Directed integrated ATL/BTL marketing campaigns and end-to-end multi-channel creative production, from concept through launch, alongside business development and sales.

Art Director | WorldCall Telecom Ltd. · Lahore, Pakistan — *Jun 2006 – Jan 2009*
Led creative direction and production of print, digital, and advertising assets supporting product launches, customer acquisition, and retention goals.

Design Manager / Graphic Web Designer | WorldCall Telecom Ltd. · Lahore, Pakistan — *Jun 2000 – May 2006*
Progressed from Graphic Web Designer (2000–2004) to Design Manager (2004–2006); designed websites and branding materials to strengthen online brand presence, collaborating with marketing on digital communication initiatives.

EDUCATION

Post-Graduate Diploma, UX Design — Humber Polytechnic, Toronto | 2026 · Dean’s Honour List

UX Design Certification — General Assembly, Toronto | 2018

Bachelor of Graphic Design — National College of Arts, Lahore | 2000

AWARDS & RECOGNITION

- Recognition for Interactive Web Portal Design — Pepsi International
- Designer of Official Web Portal — Pakistan Hockey Federation
- Award for Pakistan's First Customized Web Portal — megaeast.com