

Ume Aiman Adeel

User Experience (UX/UI Designer)

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Core Skills

Product Strategy | Web Maintenance | Marketing Creative | AI Workflow Optimization | SaaS | LLM | Figma | Adobe Creative Suite | Balsamiq | WordPress | Design Thinking | Microsoft DevOps | User Personas | User Journeys | Wireframing | Accessibility | Prototyping | Card Sorting | Information Architecture | Agile Methodologies | Stakeholder Management | Usability Testing | Design Tools | Web Design | Elementor | B2B | Product Development | User Flows | User Interfaces | Human Centered Design

Lead Product Designer

Oct 2024 - Present

Promptcore | ContentEngine | Remote

- Led the end-to-end UX/UI strategy and brand identity for ContentEngine, an AI-powered SaaS content creation platform powered by LLMs, from concept to launch in under 18 months.
- Architected complex AI-driven workflows, including "human-in-the-loop" interfaces like AI AutoDraft and ContentBuilder, to bridge the gap between automated research and creative control.
- Redesigned the end-to-end user onboarding experience through competitive research and real-world usability testing, simplifying a 7-step process down to 2 screens to reduce friction and improve early activation.
- Partnered cross-functionally with engineering teams across an 18-month build cycle, iterating on 100+ screens to translate complex AI requirements into intuitive, scalable product features.
- Established a unified design system and brand vision from the ground up, ensuring a consistent user experience across all websites, in-platform design and marketing efforts.
- Operated as the creative lead, owning product strategy, UX execution, marketing design, and end-to-end web design and maintenance, designing in Figma and building in WordPress using Elementor Pro.

Product Designer

Feb 2022 – Oct 2024

Cardinal Biologicals Inc, USA | Remote

- Collaborated with the Operations Manager and President to devise and execute a comprehensive digital strategy, aligning design decisions with business goals.
- Designed and maintained a multipage company website, ensuring ongoing brand consistency and user experience quality.
- Spearheaded the end-to-end launch of a fully operational e-commerce website featuring 5 product categories and 20+ products per category, designed in Figma and built in WordPress using Elementor Pro, expanding the company's direct sales channel.
- Crafted and executed social media marketing campaigns to strengthen Cardinal Biologicals' online presence and audience engagement.
- Spearheaded the analysis and redesign of Cardinal Biologicals' 5-page website, focused on the company's specialized biotech product line.

- Conducted comprehensive user research to uncover end-user needs and pain points, informing all design decisions.
- Crafted a design and marketing proposal presenting the strategic shift from a knowledge hub to a dynamic e-commerce website, substantiated by research findings.
- Developed information architecture, user personas, wireframes, and a functional prototype in Figma, then built and deployed the final website in WordPress using Elementor Pro.
- Collaborated cross-functionally to align design with business objectives, contributing to measurable sales growth in a specialized online niche.
- Designed and executed a social media advertising strategy, elevating Cardinal Biologicals' online presence and brand awareness.

Sr. UI/UX Consultant

Aug 2022 - Dec 2023

DataInvent Systems, Ontario, Canada | Remote

- Directed a \$5M digital transformation across a 3-company engagement — DataInvent Systems, HealthPro Canada, and Ernst & Young — modernizing a legacy B2B platform with a streamlined interface for contract management, product reporting, and data visualization.
- Architected the full-scale information architecture (IA) from the ground up, optimizing complex user pathways to reduce cognitive load and accelerate task completion for B2B users.
- Facilitated high-level stakeholder alignment across all three organizations, collaborating with CEOs, Product Owners, and Business Analysts to translate business requirements into actionable design strategies.
- Led the design-to-development handoff by partnering with front-end engineering teams to ensure 1:1 fidelity of design concepts while maintaining rigorous accessibility and performance standards.
- Spearheaded end-to-end design execution in Figma, from detailed wireframes and interactive prototypes to user feedback sessions and validation, using data-driven insights to justify UX decisions to both technical and non-technical executive leadership.
- Proactively identified UX bottlenecks and delivered regular strategic updates to executive leadership, keeping the product aligned with user needs and on track within a \$5M budget.

Independent Contractor

Sep 2019 - Jan 2022

- Partnered with 10+ small businesses and startups to deliver end-to-end product design solutions, from initial concept development to high-fidelity, developer-ready assets.
- Designed and developed websites and e-commerce platforms in Figma, built and deployed using WordPress and Elementor Pro, ensuring seamless translation from design concept to live product.
- Created comprehensive brand identities using Adobe Creative Suite, translating complex business requirements into intuitive user experiences aligned with each client's goals and target audience.
- Guided the full design lifecycle for diverse digital products, ensuring all UI/UX deliverables aligned with user-centred design (UCD) principles and modern accessibility standards.
- Conducted user research and persona development, leveraging data-driven insights to refine interactions, validate product-market fit, and enhance overall customer satisfaction.
- Managed end-to-end project delivery across multiple concurrent clients, including timeline estimation and stakeholder communication, consistently delivering within tight production cycles.

Lead UI/UX Designer
Grappetite |

Jul 2012 - Jul 2019

- Directed the design vision for the agency, transitioning from Senior Designer to Head of Design to oversee the creative output of the entire UI/UX department.
- Influenced high-level business strategy, partnering with executive leadership to integrate design thinking into the company's core product offerings and operational decisions.
- Led and mentored a cross-functional design team, establishing rigorous design guidelines and workflows to ensure high-quality delivery across multiple concurrent projects.
- Standardized internal design practices and provided advanced mentorship in Adobe Creative Suite, elevating team-wide output quality and consistency.
- Orchestrated design delivery in Agile environments, facilitating iterative loops between designers and stakeholders to accelerate product launches without compromising UX quality.

Education

Brainstation, Toronto
UX Design Certification

July 2021

Indus Valley School of Art and Architecture
Bachelor of Design | IQAS Recognized