Danial Javeed

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LinkedIn • Portfolio • English Language (C2 Proficiency)

I design products people understand immediately and teams can build confidently — from zero to scale.

Summary

Product Design Lead with 12+ years of experience across brand, UX, and end-to-end product design — from early-stage concepts to enterprise-scale digital systems. Grounded in craft, but wired for outcomes: I operate at the intersection of design strategy, systems thinking, and cross-functional leadership to turn complex problems into intuitive, scalable solutions.

My career spans freelance consulting, co-founding a design agency, and leading design at high-growth B2B SaaS companies — giving me an unusually broad lens on how design creates business value at every stage of a company. Currently, I serve as Product Design Lead at AIO, where I scaled the design org from 4 to 16 designers and lead product design for an AI-native restaurant operating platform targeting the $55B restaurant tech market — owning everything from design vision and systems architecture to user research, AI-augmented workflows, and C-suite alignment.

I bring particular depth in:

- **Design leadership & team building** — recruiting, mentoring, and building cultures of craft and strategic thinking
- **Complex B2B product design** — data-rich dashboards, operational workflows, and decision-support interfaces across web and mobile
- **Design systems at scale** — architecting token-based, accessible, multi-platform systems that accelerate engineering execution
- **Cross-functional influence** — partnering with Product, Engineering, and executive stakeholders to align design with OKRs and long-term product vision

I've shipped 76+ projects across Fintech, SaaS, IoT, Blockchain, and Restaurant Tech — and I've never needed a post-launch redesign request to prove a decision was right, all thanks to my iterative process.

Good design, to me, isn't just usability or aesthetics. It's the clarity it creates in decisions, the alignment it builds across teams, and the compounding value it delivers over time.

Professional Experience

Product Design Lead 08/2025 — Present
AIO

- Spearheading design vision for AIO's AI-native, all-in-one restaurant operating platform — a B2B SaaS product unifying front-of-house and back-of-house operations including POS, staff management, inventory, marketing, analytics, and payments targeting the $55B restaurant tech market
- Scaled and built a high-performance design org from 4 → 12 designers; led full recruiting lifecycle — screened 500+ applicants, conducted all technical interviews, and shortlisted top-tier talent across UX, UI, and AI design disciplines
- Driving end-to-end product design across the full lifecycle — discovery, user research, journey mapping, wireframes, high-fidelity UI, prototyping, usability testing, and design QA
- Architecting scalable design systems and UX patterns across web and mobile, ensuring consistency, accessibility, and accelerated engineering execution

- Designing and optimizing data-rich dashboards, operational workflows, and decision-support interfaces that help restaurant owners manage operations and drive business performance
- Pioneering AI-augmented design workflows — integrating generative and LLM-based tools to enhance product experiences, streamline design processes, and improve conversion and engagement
- Partnering cross-functionally with Product, Engineering, and C-suite to align design strategy with OKRs, product roadmaps, and long-term platform vision
- Mentoring designers through structured feedback, career frameworks, and a culture of craft, strategic thinking, and continuous iteration

Multidisciplinary Product Designer 07/2021 — 08/2024
MRS Group

- Led end-to-end product design for 34+ projects across IoT, Fintech, and SaaS, integrating UX research to reduce user onboarding friction by 30% and boost engagement by 24%.
- Streamlined workflow and collaboration by transitioning the team from Adobe XD to Figma.
- Designed and implemented a unified design process for MRS Technologies, slashing project timelines by 50% and ensuring client satisfaction without any need for post-launch revisions.
- Orchestrated the end-to-end product design lifecycle, from initial conception to the deployment of MTronic with cross-functional developers and stakeholders to translate business requirements into intuitive and effective design solutions.
- Leveraged user feedback and industry best practices to refine and optimize the product's interface and functionality.
- Designed user-centric UI systems for SaaS, Fintech, and IoT platforms, aligning visual hierarchy and micro-interactions with product goals to enhance engagement by 40%.
- Collaborated with stakeholders to translate UX insights into product roadmaps, reducing project timelines by 50% through streamlined SOPs and iterative prototyping.
- Mentored 6+ designers in UI/UX best practices, improving team efficiency by 100% and fostering cross-department collaboration.
- Launched 12+ brand identities with integrated design systems, including MTronic (selected from 35+ submissions), which resolved 10K+ user pain points and secured adoption by 200+ enterprises.

Co-Founder & Creative Director 10/2019 — 07/2021
Lemon Ad Studios

- Pioneered a UX-driven design agency, delivering 15+ brand identities and digital solutions for SMBs and startups, directly contributing to 35% average revenue growth for clients in food, e-commerce, and SaaS industries.
- Led cross-functional teams of 22+ designers and developers, implementing Agile workflows to reduce project timelines by 40% while maintaining a 90% client retention rate through iterative, user-centered design processes.
- Translated business objectives into product strategy by conducting stakeholder workshops, aligning brand identities with user personas and journey maps.
- Spearheaded client acquisition, securing $200K+ in contracts via data-driven pitches that highlighted ROI-focused design solutions, including motion-driven landing pages and conversion-optimized web experiences.
- Mentored 15+ junior designers in Figma, Adobe Suite, and design thinking methodologies, fostering a culture of innovation that reduced onboarding time by 50% and elevated project quality.

Senior Web Designer (Product Focus) 10/2017 — 11/2019
Crumpix

- Spearheaded UI/UX design for 18+ responsive landing pages targeting blockchain startups across 5 industries (DeFi, NFT, DAOs, Trading Platforms), driving $28M+ in ICO fundraises through user-centered layouts and frictionless conversion funnels.
- Boosted user engagement by 75% by integrating interactive 3D animations and micro-interactions, collaborating with developers and animators to optimize load times under 2 seconds.

- Pioneered a modular design system for rapid prototyping, slashing page development time by 40% while maintaining consistency across 12+ concurrent projects.
- Led end-to-end product design for 5 high-priority features (e.g., token dashboards, investor portals), aligning UX research with stakeholder goals to achieve 90% client retention and 4.7x revenue growth for key accounts.

Brand Design Consultant
02/2014 — 08/2018

AClan

- Consistently delivered branding solutions for 30+ global clients in the food sector (e.g., Second Cup, Coffee Planet), increasing social media engagement by 28% via cohesive digital and print collateral.

Senior Graphic Designer
08/2016 — 12/2016

MediaSniffers

- Orchestrated brand identity systems for high-impact campaigns like Fashion Unchained and Islamabad Taste, driving 100K+ event attendees and boosting client revenue by 10x through cohesive print and digital collateral.
- Designed product packaging and branding for Sadiq Poultry's fertilizer line, contributing to 100% YOY sales growth and establishing market differentiation in a competitive agricultural sector.
- Led social media strategy for 10+ campaigns, increasing Facebook and Instagram engagement by 40% via data-driven visual storytelling and user-centric content calendars.
- Mentored 4 junior designers in Adobe Creative Suite and Agile workflows, accelerating project delivery by 30% and fostering seamless collaboration with marketing teams.
- Pioneered in-house design systems for rapid asset production, reducing turnaround time for print and digital collateral by 50% while maintaining brand consistency.

Graphic Designer
11/2014 — 05/2016

GeeksPod

- Collaborated with senior designers to craft print and digital assets (business cards, brochures, social media visuals), aligning designs with brand guidelines to boost client satisfaction and streamline stakeholder approvals.
- Optimized design workflows for 10+ clients, reducing revision cycles by 15% through iterative prototyping and direct engagement with C-level stakeholders for feedback finalization.
- Enhanced social media engagement by 30% by applying data-driven design principles to campaigns, balancing aesthetics with usability for platforms like Instagram and Facebook.
- Pioneered a modular design library for reusable templates (e.g., brochures, business cards), cutting production time by 40% while ensuring brand consistency across 50+ deliverables.
- Self-taught industry trends (UI/UX, accessibility standards) to bridge graphic design with product strategy, later contributing to 3 client product launches with cohesive visual identities.

Education

Bachelor of Business Administration
NUST Business School, National University of Sciences and Technology –– *Islamabad, Pakistan*

Postgraduate Diploma in Business Administration
Virtual University of Pakistan –– *Islamabad, Pakistan*

Key Achievements

- **Industry Recognition:** Winner, Inter-NUST Design Competition (2014–2016); Featured on UniLAD, Mashable, and The Daily Dot.
- **Leadership:** Directed design for 15+ brand projects at Lemon Ad Studios, mentoring 8+ junior designers into full-time roles.
- **100% Client Satisfaction:** Delivered 76+ projects with zero post-launch redesign requests.
- **Cross-Industry Expertise:** Designed solutions for IoT, Fintech, Blockchain, and E-Commerce, adapting product design methodologies to diverse user needs.

Additional Experience

- **Guest Lecturer:** Taught UI/UX design principles to 100+ students at Riphah International University.
- **Head of Design:** Led creative teams for Hult Prize at NUST 2015 and US Embassy's American Film Showcase 2023.