Islam Saleh

uxsoli

Senior Product Designer — UI/UX and AI-Assisted Front-End

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PROFESSIONAL SUMMARY

Senior product designer with 13+ years across SaaS, fintech and Gen AI products, taking work end to end from research through to shipped front-end code. Currently designing Inbox, Messaging and AI Assistant experiences at Tawk.to for millions of users. Combines UX research, design systems and WCAG accessibility with hands-on React, TypeScript and Next.js delivery using Cursor AI and Claude Code. Measurable outcomes: **25% lower onboarding drop-off, 20% higher satisfaction, 150+ shipped products.**

SKILLS

UX & Research: User Research, Usability Testing, Personas, Journey Mapping, Information Architecture, User Flows, Heuristic Evaluation, A/B Testing

Design: UI Design, Interaction Design, Design Systems, Wireframing, Prototyping, Responsive Design, Accessibility (WCAG 2.1 AA), Visual Design

AI & Product: Gen AI Product Design, AI Assistant UX, Prompt Design, Vibe Coding, AI-Assisted Development (Cursor AI, Claude Code), Metadata Modelling, Data Visualisation

Engineering & Tools: HTML, CSS, JavaScript, TypeScript, React, Next.js, Git, Vercel · Figma, Adobe XD, Sketch, Adobe Creative Suite, Miro, Jira, Notion

WORK EXPERIENCE

Senior UI/UX Designer, Tawk.to

Mar 2025 - Present

Kuala Lumpur, Malaysia | SaaS customer engagement platform

- Design end-to-end experiences for the Inbox, Messaging and AI Assistant modules, serving millions of users across web and mobile.
- Redesigned onboarding flows and **reduced user drop-off by 25%**, improving feature discoverability and activation.
- Shipped features from discovery to release: Twilio SMS and Facebook Messenger integrations, AI-enhanced contact management, and conversation search.
- Built scalable design systems and reusable component libraries, aligning engineering and product on a single source of truth.
- Run UX audits and usability sessions, then iterate on wireframes and high-fidelity prototypes from analysed feedback.
- Partner with engineers on pixel-accurate, responsive and accessible implementation.

UI/UX Designer, Userdata Sdn Bhd (Nityo Infotech)

Oct 2023 - Mar 2025

Kuala Lumpur, Malaysia | Enterprise data and Gen AI products

- Designed Gen AI product interfaces and **raised user satisfaction scores by 20%** through persona-driven AI features.
- Led research end to end: interviews, personas, user stories and journey maps that defined pain points and product direction.
- Produced wireframes and interactive prototypes, using AI tooling to generate and refine design options at speed.
- Worked alongside engineers to integrate Gen AI functionality into production interfaces.

Product & UI/UX Designer, Independent (Upwork)

Jul 2019 - Jun 2023

Remote | Web and mobile products for international clients

- Delivered **50+ web and mobile products with 100% on-time delivery and 95% client satisfaction.**
- Designed Gen AI applications, dashboards and data-visualisation interfaces for AI-driven insight.
- Built and maintained design systems and style guides across a portfolio of client products.
- Ran usability testing and presented design solutions to cross-functional stakeholders.

ADDITIONAL EXPERIENCE

Agency and in-house visual design across brand, campaign and property clients: led the full design process and mentored junior designers.

Senior Visual Designer, Ultimate Advertising House	Mar 2017 – Mar 2022
Senior Visual Designer, SAK Developments	Apr 2019 – Aug 2020
Senior Visual Designer, Artal Developments	Jan 2018 – Apr 2019
Visual Designer, Tarek Nour Advertising (DDB)	Feb 2013 – Feb 2014
Visual Designer, MWG Advertising Agency	Jan 2012 – Jun 2012

SELECTED PROJECTS

SPARQ · Mobile banking wallet taken from first sketch to shipped build: research, flows, interface, design system and front-end.

Enhance Contacts with AI · Tawk.to. AI-assisted contact enrichment, from problem definition through to released feature.

Conversation Search · Tawk.to. Search and filtering across high-volume support threads, cutting the time taken to find a conversation.

uxsoli.com · Personal product site designed and built in Next.js, React and TypeScript, deployed on Vercel with a full light and dark token system.

EDUCATION

Bachelor's Degree, Advertising and Applied Communication · IAEMS University	2013 – 2017
Marketing Management · The American University	2017
Cinematography and Film/Video Production · The American University	2016
Video Motion, and Graphic Design · The American University	2014 – 2015

CERTIFICATIONS

Anthropic · Claude Code in Action, Claude Code 101, Claude 101, and Introduction to Claude Cowork	2026
Design-Led Strategy: Design Thinking for Business Strategy · The University of Sydney Business School	2024
Microsoft UX Design Specialization	2024
Google UX Design Specialization	2023
Adobe Certified: After Effects, Audition, Premiere Pro, Illustrator, and Photoshop	2016 – 2017

WRITING

Publish practitioner articles on UI/UX craft at uxsoli.com, covering design systems, accessibility, user research method and designing with AI.

LANGUAGES

Arabic (native) · English (professional working proficiency)