

HAFSAH ZULAFIQR, CUA

AI NATIVE PRODUCT DESIGNER

Dubai, UAE | +971 50 975 2561 | hafsah.zulafiqar@gmail.com

Portfolio: hafsahzulafiqar-prod.github.io/hafsahzulafiqar | LinkedIn: linkedin.com/in/hafsah-zulafiqar-51a7b5165

AI-native product designer with 6+ years designing digital consumer products end to end across super-apps, ecommerce, fintech and B2B platforms, on mobile and web. I own product work from problem framing and conceiving from 0 - 1 products. AI is a core part of my workflow, from AI-assisted prototyping and exploration to building AI agents that analyse product data, analytics and design systems. My work is validated through research and experimentation and measured in impact: **146% conversion growth, 60% higher user satisfaction and 60% user acquisition growth.**

EXPERIENCE

CX & DESIGN MANAGER JAN 2026 TO OCT 2026

FITT Meals, Dubai

- Owned the end-to-end product experience of FITT Meals' consumer e-commerce platform across mobile and web (landing, cart, checkout), from problem framing through launch and iteration, **lifting conversion by 146%**.
- Cut bounce rate from 28% to 7%** by using quantitative and qualitative signals to find and fix friction at key touchpoints in the user journey and creating the product strategy
- Increased add-to-cart rate by up to 30%** through rapid prototyping, A/B testing and iterative experimentation.
- Used AI as a core part of the workflow: **built AI agents that read and analyse GA4 data**, using the insights to guide experimentation and optimise user journeys..
- Defined product and conversion KPIs and owned the GA4 and GTM analytics stack, driving **30% growth against YoY targets** and the highest revenue and customer numbers in FITT Meals' history.
- Redesigned CRM lifecycle journeys (welcome, e-commerce, expiry and winback) using customer data, **increasing winback by 20%**.
- Built and led a 3-person cross-functional team to drive revenue and do an audit of product market fit

PRODUCT DESIGNER (CONTRACT) JUN 2025 TO DEC 2025

PureHealth, Dubai

- Redesigned complex internal CRM and ERP systems end to end, turning legacy workflows into intuitive flows and **improving operational efficiency by 50% for large scale enterprise work and Pura Super App**.
- Established a scalable Figma design system and governance guidelines, creating patterns that scale consistently across enterprise and strategy teams.

PRODUCT DESIGNER APR 2024 TO MAY 2025

Startups, Dubai

- Led the revamp of **AI-driven fintech modules**, using behavioural and usage data to personalise and experiment with the user experience, lifting engagement and **cutting support tickets by 40%** at Kahunas
- Led the redesign of B2B SaaS products, **raising user satisfaction by 60%** and NPS, while maintaining Figma design systems for consistent implementation at Kahunas, coach module
- Ran full UX audits, interpreting quantitative data to set a data-backed target of 50% user growth and defining success metrics jointly with engineering.
- Introduced NPS feedback loops and translated user insights into new supplier-portal features, **increasing revenue by 20%** at Kaso.
- Owning the Arabic UI for the screens and designing from RTL, doing a comprehensive QA and UAT from Mualim, an ed tech platform

CX / UI DESIGNER AUG 2023 TO APR 2024

PureCS (PureHealth), Dubai

- Led the redesign of **Pura, a super-health app**, **improving user satisfaction by 60%** through structured A/B testing, focus groups and rapid prototyping.
- Applied the Double Diamond methodology to user research, uncovering pain points and shipping data-backed features within a regulated healthcare product.
- Conducted task analysis and built data-driven wireframes and prototypes in Figma, delivering production-ready handoff based on user feedback and testing.
- Designed a complex, data-dense cybersecurity dashboard for a mega facility in Abu Dhabi, researching security professionals' workflows to improve usability and data readability, contributing to a **50% revenue increase**.

PRODUCT DESIGNER II APR 2022 TO JUL 2023

Jugnu

- Owned UX and conversion across 4 B2B retail apps, from MVP through high-fidelity, data-driven prototypes.
- Led an experimentation-led UX overhaul of the Retailer app in 3 months, **growing user acquisition by 60%** and driving significant profit growth.
- Used CleverTap analytics, A/B testing and personas to iteratively improve engagement and conversion across 3 in-house apps.
- Introduced service design practices to reduce interaction costs and streamline operations.

DESIGNER JUN 2021 TO APR 2022

Happa Studios

- Delivered branding, motion and multimedia content for multiple client brands at an in-house agency, including brand-awareness campaigns.

AI PRODUCT WORK

- Designed an **AI tutor product for children in KSA**.
- Built an **AI-native portfolio site** and create motion content for case studies with AI-assisted tools.
- Build AI agents that read and report on GA4 data to guide experimentation and journey optimisation.

EDUCATION

Bachelor's in Product Design, National College of Arts (2017 to 2020). Graduated with Distinction, 3.7 GPA.

CERTIFICATIONS

Certified Usability Analyst (CUA), Human Factors International, 2025

AI for Designers, 2024: using AI tools across the design-thinking and implementation process

UX Strategist, Udemy, 2023 | **Design Thinking**, 2023 | **Human Computer Interaction**, IxDF, 2022

SKILLS

End-to-End Product Design | Problem Framing | AI-Assisted Prototyping | AI Agents | Figma | Design Systems | Interaction Design | Visual Design | Mobile & Web | User Journeys | Checkout & Conversion Flows | Research & Experimentation | A/B Testing | Usability Testing | Journey Mapping | Personas | Double Diamond | GA4 | Google Tag Manager | CleverTap | Agile Collaboration | Adobe Creative Suite | 3ds Max | Blender | Mentoring (Design Thinking workshop, Aldar)