

# Atif Sajjad Abbasi

## AI-EMPOWERED PRODUCT DESIGNER & DESIGN ENGINEER

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### PROFESSIONAL SUMMARY

AI-empowered Product Designer and Design Engineer with 4+ years across B2B SaaS, fintech, and growth products. Founder and sole-designer experience owning 0-to-1 product strategy, UX/UI, Framer development, and AI-assisted design-to-code. Designed investor experiences used by 10,000+ investors and fintech onboarding supporting 1,000+ users.

### CORE SKILLS

**Product Design:** Product strategy, UX/UI, user research, usability testing, information architecture, user flows, wireframing, prototyping, interaction design, responsive design, design systems, CRO

**AI & Design Engineering:** Figma MCP, OpenAI Codex, Claude Code, Framer development, AI-assisted design-to-code, no-code workflows, developer handoff

**Tools & Growth:** Figma, Framer, Webflow, WordPress, Jitter, stakeholder collaboration, founder communication, growth marketing

### EXPERIENCE

**AccessHero | Product & Web Designer** (Freelance) Apr 2026 - Present

- Led the rebrand of an accessibility SaaS company across visual identity, typography, website architecture, and product-led marketing design.
- Redesigned and built the Framer website with reusable components, conversion paths, and a scalable CMS/blog system; partner directly with founders from concept through launch.

**OpenVC | Product Designer** (Freelance) May 2025 - Present

- Own product and web design as the sole designer, translating complex venture-capital workflows into intuitive, scalable experiences.
- Redesigned investor profiles used by 10,000+ investors and created accelerator-comparison experiences for faster discovery and evaluation.

**SaaS Landings | Founder** (Self-employed) Feb 2025 - Sep 2026

- Founded a SaaS-focused studio delivering conversion-oriented websites and product experiences from positioning and UI/UX through Figma systems, Framer development, and launch.

**Paypipe | Product Design & Growth Lead** (Contract) Nov 2024 - Feb 2025

- Led UI/UX for regional expansion supporting 1,000+ onboarded users; designed anti-fraud interfaces and gamified payment-hold flows to simplify complex financial experiences.

**Nomadic Display IE | UX & CRO Consultant** (Freelance) Jul 2023 - Dec 2024

- Designed conversion-focused landing pages that helped grow Nomadic Display to €100,000/month in revenue by improving user journeys, information hierarchy, and conversion paths.

**Digilency | Founder & Lead UI/UX Designer** (Full-time) Aug 2022 - Oct 2024

- Founded and led a five-designer studio serving international B2B clients; directed SaaS dashboards, websites, wireframes, and admin interfaces from discovery through delivery.

### SELECTED PROJECTS

**Closingly** | AI Revenue OS for service businesses

<https://closingly.app>

- Designed and built Closingly from 0-to-1, owning product design, design engineering, positioning, and beta onboarding across the full sales-call-to-revenue workflow.

**Accessibility Checker** | Framer Marketplace Plugin

<https://www.framer.com/marketplace/plugins/accessibility-checker/>

- Built and published a Framer plugin that checks pages across WCAG checkpoints, highlights actionable issues on canvas, and generates shareable accessibility reports.

### EDUCATION

**Riphah International University | BS Cyber Security**

Sep 2020 - Jan 2025