

SANA ALI

Product Designer | UI/UX

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Nationality: British • Visa: Spouse Visa (UAE Resident) • Emirates ID Holder

Portfolio: <http://sanadesigns.co/>

PERSONAL DETAILS

Nationality: British

Visa Status: Spouse Visa- UAE Resident

Emirates ID: Yes. Available on Request

Languages: English (Native)

CORE SKILLS

- UX Research & Strategy
- Wireframing & Prototyping
- Interaction Design
- Design Systems
- Usability Testing
- Journey Mapping
- Mobile & Web Design
- Stakeholder Management
- Cross-functional Collaboration

TOOLS

- Figma
- Sketch
- Adobe XD
- Miro
- Jira / Confluence
- Claude code
- Co-pilot

SECTORS OF INTEREST

- Fintech & Banking
- Tech & Startups
- Healthcare & Fitness

PROFESSIONAL PROFILE

Results-driven Product Designer with 5+ years of UX experience and 2.5 years in UI, specialising in intuitive, user-centred digital experiences across web and mobile platforms. Proven ability to improve user journeys, reduce friction, and deliver scalable design solutions in close collaboration with product managers, developers, and cross-functional teams. Recently relocated to Dubai and immediately available for full-time opportunities within tech, fintech, banking, and government-sector product teams.

EXPERIENCE

Slimming World

UX Designer *May 2024 – Dec 2025*

- Redesigned the subscription cancellation journey, reducing friction and improving user retention through the introduction of a pause functionality.
- Delivered end-to-end UX artefacts — user flows, wireframes, prototypes, and journey maps — across key subscription touchpoints.
- Conducted usability testing sessions and iterated on solutions based on user feedback and business objectives.
- Leveraged behavioural insights and analytics to drive data-informed design improvements.

CatchApp Bookings

UX/UI Designer *Nov 2021 – May 2024*

- Built and maintained a scalable design system, improving product consistency and streamlining design-development collaboration.
- Led user research initiatives to surface audience needs and translate findings into actionable design decisions.
- Worked cross-functionally to balance user needs with commercial objectives across multiple product features.

EDUCATION

Aston University, Birmingham UK

BSc Business, Computing & IT — 2:1

2018 – 2021