

Gufran Ahmed

Lead designer

Barcelona, Spain · Available for work

614 359 996 · [LinkedIn](#) · [Portfolio](#)

Lead designer with 18+ years across startups, freelance, and enterprise. Specialised in early-stage product development ideas from zero to working product. Track record at HP Inc. leading design systems, cross-team coordination and 100+ client engagements on Upwork. Co-founder mindset: I own outcomes, not just deliverables.

CORE SKILLS

- End-to-End Product Design
- UX architecture
- Design systems
- Design ops
- MVP & Pilot Builds
- Funnel & Conversion
- E-commerce & subscriptions
- Go-to-market
- Proactive
- Collaborative
- Self-directed
- Adaptable

EXPERIENCE

Lead Product Designer

2021 –2025

HP Inc.

Barcelona, Spain

- Lead end-to-end product design across 5 phases from rebuilding enrollment flows to shipping a token-based design system adopted cross-team.
- Implemented improved design processes and simplified user flows, resulting in clearer user experiences and more efficient delivery. Managed end-to-end ownership of design tasks.

Design Systems Subscription services Enrollment UX AI Strategy Mentoring UXR/AB testings

Co-founder & Product Designer

2015 –2020

Streaming Platform

Remote / US Market

- Co-founded and shipped a multi-platform streaming product (iOS, Android, Roku) solving CDN server management, authorization, security, and monetisation from scratch.

0→1 Product iOS / Android / Roku Monetisation Strategy Security/auth Server management

Top-Rated Freelance Designer

2012 –Present

Upwork

Remote

- 100+ clients across UX, branding, e-commerce, and product design. Maintained Top Rated status. Specialised in early-stage products and MVP design for founders.

UX Design E-commerce Illustration Product label's Branding Logo Design

Lead Designer

2010 –2012

US-service IT Firm

Pakistan

- Progressed from trainee to Lead Designer; managed team of 4 and handled US client accounts.

Graphic Design Team Lead US Clients

EDUCATION

Bachelor of Fine Arts

2012 –2017

GPA 2.67 / 4.0 · Foundation in visual thinking, aesthetics, and composition

Languages

English C2 (Mastery)

2012 –2017

Spanish B1 (Intermediate)

Urdu Native