

Gufran Ahmed

Lead Product Designer

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PROFESSIONAL SUMMARY

Lead Product Designer with 15+ years in technology, leading complex digital initiatives from research and hypothesis through information architecture, UX/UI, prototyping, design systems, and implementation. I connect customer needs, business goals, and technical constraints to make subscription, e-commerce, mobile, and AI-assisted products easier to understand and ship. Experienced in owning multiple workstreams, aligning cross-functional teams, and turning evidence into scalable experiences and reusable systems. Based in Barcelona and open to remote and on-site opportunities.

CORE SKILLS

Product leadership Initiative ownership, discovery, prioritisation, stakeholder alignment	Experience design Research, IA, journeys, UX/UI, prototyping, usability, accessibility
Systems and delivery Design systems, tokens, developer collaboration, implementation	Domain experience Subscriptions, e-commerce, onboarding, conversion, mobile products

EXPERIENCE

Basic Designs - Product Designer, Product Owner and Builder

Independent Product

2025 - Present

Remote

- Defined, designed, and built a product that analyses public websites and turns recurring interface patterns into structured design-system evidence.
- Took the product from hypothesis through research, experience architecture, interface design, technical implementation, testing, and deployment.
- Architected a four-layer token model and shipped Tokens Studio, W3C DTCG, and CSS-variable exports.

[Live product](#) · [Case study](#)

[Zero-to-one product](#) · [Design systems](#) · [AI-assisted development](#) · [Front-end architecture](#)

Lead Product Designer

HP Inc.

2021 - 2025

Barcelona, Spain

- Led design across HP All-In Plan and related printer and PC subscription initiatives, from offer comprehension through purchase, enrollment, and implementation.
- Delivered three pilots and one MVP across a five-phase roadmap, supporting launched subscription experiences and faster future pilot cycles.
- Conducted 15+ research and experimentation studies; designed landing experiences achieving a 45-65% click-through rate.
- Aligned product, marketing, engineering, operations, research, leadership, regional teams, and vendors around evidence-based decisions.
- Rebuilt enrollment flows and advanced a token-based design system adopted across teams, reducing component variants by 70%.

[HP All-In Plan](#) · [Case study](#)

[Product leadership](#) · [Subscription services](#) · [Enrollment UX](#) · [Design systems](#) · [Research and experimentation](#)

ADDITIONAL EXPERIENCE

Co-founder & Product Designer

Streaming Platform - Independent Venture

2015 - 2020

Remote / US Market

- Co-founded and shipped a streaming product across 8+ platforms, including iOS, Android, web, WordPress, Magento, and Roku.
- Led product and experience design while solving platform architecture, monetisation, authentication, security, and content-delivery requirements.

[0-to-1 product](#) · [Multi-platform design](#) · [Monetisation](#) · [Security and authentication](#)

Top-Rated Freelance Designer

Upwork

2012 - Present

Remote

- Delivered 100+ projects across product design, e-commerce, UX, branding, and early-stage MVP development while maintaining Top Rated status.
- Worked directly with founders and clients to define requirements, translate ideas into usable products, and deliver within practical constraints.

[UX design](#) · [E-commerce](#) · [Illustration](#) · [Branding](#) · [Client delivery](#)

Senior Designer

IT Firm - US Service Accounts

2010 - 2012

Pakistan

- Progressed from trainee to Senior Designer, managed a team of four, and worked directly with US client accounts.
- Developed an early foundation in visual communication, brand systems, team leadership, and client delivery.

[Graphic design](#) · [Team leadership](#) · [US client accounts](#)

EDUCATION

Bachelor of Fine Arts

University of Sargodha · Visual thinking, aesthetics, and composition

2012 - 2017

LANGUAGES

English - C2 (Mastery) · Spanish - B1 (Intermediate) · Urdu - Native