

Rameen Ghafoor

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PROFESSIONAL SUMMARY

UX-focused Product Designer with 5+ years of experience working on complex SaaS and regulatory platforms. Strong background in manual testing, usability validation, and design QA, ensuring critical user flows are stable, intuitive, and error-free. Experienced in identifying edge cases, documenting bugs clearly, and collaborating closely with developers and QA teams to improve product quality from a real user perspective.

WORK HISTORY

Aug 2022 - Present **User Experience Strategist** | anynines GmbH (Germany)

Cloud automation and data service solutions for enterprises

- Designed a **developer-facing platform** for Kubernetes & Cloud Foundry, simplifying cluster/service monitoring and **cutting operator troubleshooting time by ~30%**.
- Translated **complex technical and business requirements into intuitive workflows**, enabling regulated-industry developers to **deploy apps faster and with fewer errors** (See [case study](#)).
- Built and evolved a scalable design system in Figma (tokens, **variables**, accessibility) that **reduced UI inconsistencies across product lines** and sped up engineering handoffs.
- Authored automation-focused user stories and prototypes that aligned engineering delivery with business goals, **reducing development cycles by 12 weeks**.
- Planned and conducted **manual UX audits and usability testing** on critical user flows, identifying functional and interaction issues that automated checks missed; findings led to fixes that improved conversion by ~40% (see [case study](#)).
- Created **personas and mapped user journeys**, to understand pain points across roles and workflows, **informing prioritisation and solution design**.
- Performed **design QA** on implemented features, reviewing builds against specifications, testing edge cases, and **reporting issues** clearly in Jira to ensure production quality.
- **Championed evidence-based design practices**, embedding A/B testing and usability validation into sprints, which matured the team's product discovery approach.
- **Facilitated cross-functional design reviews and mentored developers & designers in design system adoption**, raising UI consistency and accessibility across engineering teams.

Aug 2021 - Jun 2022 **UX and Product Designer** | Pxio GmbH (Germany)

Secure peer-to-peer content sharing platform (DFKI spin-off)

- **Designed secure content-sharing workflows** (see [case study](#)) that eliminated the need for cables and simplified enterprise meeting and event setups.
- **Mapped customer journeys for small-medium businesses**, surfacing friction in multi-device collaboration that shaped key product features.

- **Led user research and rapid prototyping** in live client scenarios, where **67% of test users reported Pxio felt “faster and more private” than their existing workflow** and stakeholders praised its **simplicity**.
- Established the product’s first design system and visual standards while managing the backlog and writing user stories, aligning engineering priorities with usability, security (‘who can see me’), and reliability as Pxio moved **from prototype to early enterprise pilots**.

Jun 2018 - Oct 2020

Application Consultant | Techlogix Ltd. (Pakistan)

B2B SaaS & regulatory systems for governments and enterprises

- Designed a **national excise tax stamp platform for Ghana** ([case study](#)), translating tax policy into clear ordering flows that **raised order success ~28%**, cut pricing errors, and reduced help-desk load; mobile cart redesign improved conversions.
- Designed a **multi-tenant stamp management system for Authentix USA** ([case study](#)), enabling **secure access across 8+ global brands**, adding review steps that boosted data accuracy and **reduced onboarding time ~40%**.
- **Redesigned a digital health platform (Vicenna)**, mapping inpatient/outpatient journeys and simplifying doctor/patient portals, **leading to an estimated 30% fewer missed appointments and 25% faster clinician data entry**.
- Validated complex tax, pricing, and ordering flows through manual testing, **identifying edge cases and inconsistencies** that reduced pricing errors and support tickets.

EDUCATION

2020 - 2024

M.Sc. Media Informatics | Saarland University (Germany)

2014 - 2018

B.Sc. in Computer Science | University of Engineering and Technology (Pakistan)

SKILLS

- **Design & Research:** Figma, Tokens Studio, Adobe XD, Balsamiq, Adobe illustrator, Photoshop, Framer, Webflow, WCAG Accessibility, Design thinking
- **Development Knowledge:** HTML, CSS, JavaScript, Type Script, React & Tailwind (collaboration), Git, Browser DevTools, Postman (basic API checks / collaboration)
- **Data Visualization & Analytics:** Hotjar, Google Tag Manager (GTM), GA4, Looker Studio, Unbounce, Hubspot
- **Collaboration & Product Tools:** Atlassian, StoriesOnBoard, Miro, Jira, Confluence, Notion, FigJam, Aha!, SLack, Linear
- **AI & Innovation:** Loveable, Claude, ChatGPT, AI-assisted workflows
- **Platforms:** Web, Android, iOS product design

LANGUAGES

Urdu (Native), German (B1 in progress), English (Professional)

CERTIFICATES

Foundations of User Experience (UX) Design by Google (2022), PSPO I - Ongoing, Front-End Engineer by Codecademy) – Ongoing