

# Rameen Ghafoor

📍 Berlin

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## PROFESSIONAL SUMMARY

User-Centered Product & UX Designer with 5+ years of experience designing complex, technical platforms across B2B SaaS, Cloud Foundry, healthcare, regulatory systems, and real-time content sharing. Proven ability to simplify domain-heavy systems into intuitive, scalable workflows that improve usability, reduce errors, and accelerate time-to-value. Skilled in building robust design systems, driving cross-functional alignment, and translating business goals into user-centered solutions.

## WORK HISTORY

Aug 2022 - Present **UI/UX Designer** | 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 infrastructure needs into intuitive workflows**, enabling regulated-industry developers to **deploy apps faster and with fewer errors**.
- Built 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**.
- Conducted UX audits of marketing funnels (see [case study](#)), uncovering usability gaps that informed redesigns and **increased conversion rate by ~40%**.
- Created detailed B2B personas and mapped automation journeys (see [case study](#)), enabling the marketing team to **tailor campaigns to key decision-makers and boosting engagement 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 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**.

## EDUCATION

2020 - 2024

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

2014 - 2018

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

## TOOLS & TECHNOLOGIES

**Design & Research:** Figma, Tokens Studio, Adobe XD, Balsamiq, Adobe illustrator, Photoshop, Framer, Webflow, WCAG Accessibility

**Development Knowledge:** HTML, CSS, JavaScript, Type Script, React & Tailwind (collaboration), Git

**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 (vibe-coding)

**Platforms:** Web, Android, iOS product design

## SKILLS

Personas, Product & UX Strategy, Design Systems, Data Visualization & Reporting Dashboards, Heuristic Reviews, Accessibility (WCAG), Wireframing, Prototyping, Customer Journey Mapping, UX Audits, Surveys, Interviews, A/B Testing, Usability Testing, Workshop Facilitation, Data-Driven Insights, Responsive web, Agile environments, Inclusive design, Information Architecture (IA), Interaction Design, Human-Centered Design, Design Thinking, Dev-ready specs, Design QA, SaaS Dashboards, Marketing Tools, Pattern Libraries, Lean/Agile, SEO awareness, Mobile usage habits, Qualitative Research, Product Discovery, Interactive prototypes, Cross-functional workshops, Mentoring designers, Stakeholder communication, UX Research, Conversational UI, Generative AI awareness, Process Visualisation

## 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