

# Arsalan Aslam

Lead Product Designer · Design Strategist

Gothenburg, Sweden · arsalanaslam.se@gmail.com · +46 76 4348 222 · linkedin.com/in/arsalanaslam1

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## SUMMARY

Lead Product Designer with 14+ years building web and mobile systems used by 20M+ people. Progressed from UX Designer to Program Manager — Design at Punjab Information Technology Board, leading design strategy across 10+ platforms — including iOS and Android apps — serving 168 departments.

Experienced designing AI-powered interfaces — from automated dispatch to environmental health prediction — and integrating AI tools across design and content workflows.

Now based in Gothenburg, open to senior product design roles where complexity meets scale.

## EXPERIENCE

### Punjab Information Technology Board

Lahore, Pakistan

#### Program Manager — Design

2023–2025

- Led UX strategy and design operations across 10+ government platforms, managing a team of 10–12 designers, researchers, and developers serving 168 government departments.
- Drove Maryam Ki Dastak from concept to 2.1M+ citizen service requests — a 5-module mobile-first ecosystem (citizen iOS/Android app, facilitator app, web portal, CRM, company registration) built in 3 months, scaled from 1 to 40 districts with 87,000+ facilitators and 76 services.
- Directed Punjab Jobs redesign for 500,000+ registered users and 2M+ job applications — new job cards with salary data, recruitment module replacing spreadsheet-based hiring, and a native mobile app.
- Managed Punjab AQI environmental monitoring for 36 districts — condition-specific health advisories, heatmap calendar visualization, real-time dashboard tracking 6 pollutants.
- Led PITB Official website redesign — 13 screens in 30 hours, bold dark theme anchored by a custom design system.

#### Principal UX/UI Designer

2020–2023

- Designed City Watch, a real-time surveillance platform for Punjab Safe City Authority integrating 8,000+ cameras — achieved SUS score of 78.25 with 87.5% of users rating usability as high.
- Created Employee Self Service cross-platform mobile app for 3,500+ employees — 98% daily check-in adoption, 120,000+ leave requests processed in 2 years, 10,000+ Play Store downloads, plus community features.
- Introduced PITB's first design system, reducing visual inconsistencies and developer revision cycles across all products.

#### Sr. UX/UI Designer

2019–2020

- Conducted 50+ user interviews, heuristic evaluations, and contextual inquiries across citizen-facing services.
- Implemented A/B testing and usability evaluations, improving form completion rates and reducing task completion times.

#### UX/UI Designer

2016–2018

- Designed 200+ responsive screens across 20+ government applications serving 20M+ citizens.
- Produced interactive prototypes that accelerated stakeholder approvals and reduced design iteration cycles.

### Sport.CC

Denmark

#### Web & UX/UI Designer

2012–2016

Designed live sports scoring platforms and a live cricket scoring app for a Denmark-based sports media company. Owned UX research, wireframing, and prototyping for web and mobile experiences serving an international cricket audience.

## KEY PROJECTS

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<b>Maryam Ki Dastak</b> Mobile-first doorstep services, citizen iOS/Android app + facilitator app + web portal, 40 districts	<b>2.1M+ requests</b>
<b>City Watch</b> Surveillance platform, 8,000+ cameras	<b>SUS 78.25</b>
<b>Punjab Jobs</b> Employment platform redesign, 168 departments	<b>500K+ users</b>
<b>Employee Self Service</b> Cross-platform mobile workplace app, 3,500+ employees, 10,000+ Play Store downloads	<b>98% adoption</b>
<b>PITB Official</b> Government portal redesign, 30 hours	<b>13 screens</b>
<b>Punjab AQI</b> Environmental monitoring, health advisories	<b>36 districts</b>
<b>eBiz Punjab</b> Multi-department business portal	<b>100K+ registrations</b>

## DESIGN SKILLS

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UX Strategy, Product Design, Mobile Design, Design Systems, User Research, Information Architecture, Interaction Design, Prototyping, Usability Testing, Conversion Optimization, Data Visualization, Responsive Design, Accessibility

## LEADERSHIP

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Team Management, Stakeholder Alignment, Cross-Functional Collaboration, Agile & Scrum, Design Ops, Workshop Facilitation

## TOOLS

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Figma, Adobe XD, Illustrator, Photoshop, After Effects, Miro, Webflow, Lovable, Jira

## AI & EMERGING TOOLS

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Claude, ChatGPT, Gemini, Midjourney, GitHub Copilot

*Integrated AI tools across content strategy, design exploration, and code implementation. Designed interfaces for AI-powered systems including automated dispatch and environmental health prediction.*

## EDUCATION

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### Bachelor of Fine Arts in Graphic Design

University of the Punjab, Lahore · 2009–2014

### Diploma in Fine Arts

Naqsh School of Arts, Lahore · 2006–2008

## LANGUAGES

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English — Fluent · Urdu, Hindi, Punjabi — Native