

Shoaib Hadeed

Product Designer | UX, Design Systems & Research

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Based in the UK. No visa sponsorship needed.

Profile

Product designer with an MA from the University for the Creative Arts, and ten years of visual design experience: government digital services, media brands and business clients. I design in Figma and build in React with AI-assisted development, so I test ideas as real products, not static screens.

Selected project

Venval

2025 to present

Founder & Product Designer · Winner, Masters Award for Innovation, UCA

A live platform where independent creators of physical products get blind, scored feedback from real testers before they manufacture. I took it from research to working build: personas, a coded design system, moderated usability testing and three external audits.

Try the live demo venvalhq.com/demo · Read the case study shoaibhadeed.com/work/venval

Experience

Designer & Content Creator | HTech&ILC

2023 to present

- Design and build websites for small businesses, from brand direction to launch.
- Plan and shoot photo and video, and shape content strategy for client brands.
- Grew VisitNashNow, a Nashville city guide on Instagram, from 9K to 14K followers organically.

Social Media & Design Lead | Office of the President

2021

- Led design and social output for a high-visibility national platform on a fast news cycle.

Digital Media Executive | National Information Technology Board

2020 to 2022

- Delivered UI/UX and campaign design for several government ministries, each with its own audience.
- Turned complex public data into visuals anyone could follow.

Designer & Business Developer | Red Cubez

2016 to 2020

- Wore several hats at a software startup. Mainly designed UX and UI for our software, with stakeholders.
- Also met clients to bring in new business.

Design Lead | The Centrum Media

2016

- First designer on the team. Built the brand before it became a leading digital news platform.

Co-founder | Taibah Real Estate, Dubai

2011 to 2016

- Ran the business end to end: sales and clients, property deals, and the brand and marketing.

Key skills

Figma · design systems and tokens · user research and journey mapping · moderated usability testing · wireframing and prototyping · accessibility · AI-assisted front end (React, Next.js, Tailwind) · Blender and 3D printing · Adobe Creative Cloud · brand identity · photo and video

Education

MA Product Design | University for the Creative Arts, Canterbury

2025 to 2026

Google UX Design Certificate | Google / Coursera

2024

Bachelor of Design, Visual Communication | Beaconhouse National University

2016

Outside work

Chess, writing short fiction and playing music.

Four case studies, each with the reasoning behind it, at shoaibhadeed.com