



Zair Abbas

Principal Product Designer & AI Builder

AI PRODUCTS · DIGITAL PRODUCTS · WEBFLOW · WORDPRESS

20+ years designing and building digital products, SaaS platforms and interactive experiences - combining product strategy, UX/UI design and hands-on development to move ideas from concept to launch. Works across startups, agencies and global brands - from solo AI products to enterprise-scale platforms. **Open to full-time roles** as well as freelance and contract work.

CONTACT 01

LOCATION

Karachi, Pakistan
(Hybrid)

WEBSITE

zairabbas.com

PORTFOLIO

bit.ly/zairportfolio2

LINKEDIN

in/zairabbas

EMAIL

zairabbas@gmail.com

PHONE

+92 321
8995084

AVAILABILITY

Full-time roles, freelance, project-based & contract work. Hybrid in Pakistan · Remote across KSA, UAE, Middle East, UK & USA.

EXPERIENCE

Creative Chaos

Nov 2021 - Present

Principal Product Designer & AI Builder · Remote

- Lead product strategy, UX/UI and design systems across web and mobile products.
- Design and prototype SaaS, AI-powered and consumer digital experiences.
- Build production-ready websites using Webflow, WordPress and modern web technologies.
- Collaborate with cross-functional teams, clients and stakeholders across international markets.

Independent

Jun 2004 - Present

Digital Product Designer & Webflow Developer

- Partner with startups, businesses and agencies on product design and digital experiences.
- Design SaaS products, websites, mobile apps and responsive interfaces - UX strategy through front-end development.

Grocode - Co-Founder

2018 - 2022

Digital product venture

- Co-founded and shaped product direction and digital delivery, including Vendgame, a smart vending-machine engagement platform.

Jambro - CTO

2017 - 2019

Digital venture

- Led technology direction and product delivery; managed a global remote team building a music platform for iOS, Android and Web.

Creative Chaos - Manager, Web Development

2014 - 2017

- Led web development teams and client projects - recruitment, mentoring and delivery - translating business requirements into technical solutions.

Creative Chaos - Web Designer & Developer → Senior UX Designer → Team Lead

2006 - 2014

- Progressed through design, UX and team-leadership roles delivering digital experiences for international brands and agency clients.

EDUCATION

Bachelor of Commerce

Jinnah Government College for Men
2006 - 2008

02

EXPERTISE

04

Design & Strategy

Product Design

AI Product Dev.

UX / UI Design

Design Systems

Rapid Prototyping

AI Tools & Products

Figma Agent

Claude Cowork

Claude Design

Google Stitch

Google Flow

Build & Platforms

Webflow

WordPress

Figma

Next.js

Supabase

Gemini API

HTML/CSS/JS

CERTIFICATIONS

05

- Webflow Partner Certification
- Webflow CMS Certification
- Webflow Layouts - Level 1 & 2

LANGUAGES

06

English

Fluent

Urdu

Native

calog.cc

SOLO PRODUCT · AI

An AI calorie tracker that understands desi food. Found the gap, designed the UX, built the full-stack product, and shipped it solo - in weeks. Chat logging, photo recognition, IF tracking and a weekly AI digest.

Next.js · Supabase · Gemini AI · 2025-2026

Luminopia

UX, PRODUCT · HEALTHCARE · FDA

FDA-authorized AR/VR therapeutic for pediatric amblyopia. Redesigned the parent companion app - making a complex clinical experience feel simple and human.

Lead Product Designer · 2024 · AR/VR

Etihad Airways

UI, UX, STRATEGY · AVIATION

A unified digital ecosystem - web, mobile app and an AI-integrated self-service layer for one of the world's leading airlines.

Lead Product Designer · 2025 · Middle East

Rise92

MARKETING SITE · TALENT PLATFORM

Designed the homepage, talent-discovery experience and Roots editorial subdomain for a concierge platform connecting global companies with vetted Pakistani professionals.

Lead Product Designer · Pakistan / Global

McDonald's

ENTERPRISE UX · SHIPPED

A role-aware restaurant technology hub for corporate, regional and store managers, and crew - one platform, four permission levels, zero confusion.

Lead Product Designer · 2023 · Global QSR

Vendgame

0→1 · BRAND ENGAGEMENT

Smart vending-machine platform turning routine vending into gamified brand engagement - concept, product design and build, under Grocode.

Co-Founder + Designer · Grocode · 2018-2022

BY THE NUMBERS

20+

YEARS SHIPPING

150+

GLOBAL CLIENTS

300+

PROJECTS DELIVERED

50+

TEAMS LED

CLIENTS

Coke Studio · Unilever · Toyota · Jazz · Wataniya · XStak