

Tamkeen Taj Kiani

End-to-End Product Designer

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[LinkedIn Profile](#)
[Portfolio](#)

Professional summary

End-to-end Product Designer with 4+ years of experience driving the complete product lifecycle from UX research and discovery to high-fidelity UI design and front-end development (Webflow, HTML/CSS). Combining an MSc in User Experience Design with a BSc in Information Technology, I bridge user needs and technical feasibility. At TerraQuest, I led the design and development of the Interactive House an innovative 2D digital planning tool featured by Webflow's official account. At TOP Worldwide, I architected design systems and led cross-functional teams that drove 40% growth in active users for enterprise clients including Zapier, Unilever, Quest Diagnostics, and Denny's.

Key Skills

UX Research: Continuous Discovery, Usability Testing, User Interviews, Journey Mapping, Heuristic Evaluation, Data Synthesis

Product Design: UI/UX Design, Wireframing, Rapid Prototyping, Design Systems, Information Architecture, Interaction Design

Development: Webflow (Advanced), HTML/CSS, JavaScript, Responsive Design, Developer Handoff

Soft skills
Problem-solving, Time management, Attention to detail, Decision-making, User Story Map, Feature Prioritization, and Requirement gathering.

Tools

Design and Research
Figma (Advanced level), Adobe Creative Suite, Agile/Scrum, miro, dovetail.

Development and management
Webflow, Jira, Airtable, Claude Code.

Professional Experience

Product Designer (UX Research & Development)

TerraQuest

Birmingham, UK

Jan 2024 – present

- Led end-to-end design and development of Interactive House, an innovative 3D digital planning tool helping homeowners understand planning permissions and building regulations featured by Webflow's official account (288K+ followers)
- Architected complex Webflow implementation including interactive 2D house model with clickable interior/exterior exploration, scalable CMS structure, Smart Search functionality, and WCAG-compliant accessibility standards
- Established continuous UX research framework, integrating qualitative and quantitative insights directly into product roadmap and engineering sprints to inform data-driven design decisions
- Lead product design lifecycle across multiple projects, translating research findings into user flows, wireframes, and high-fidelity UI solutions
- Bridge design-to-development gap as Webflow specialist, building pixel-perfect, responsive digital products that translate complex information into intuitive user experiences

Design Manager (UI/UX)

TOP Worldwide

Remote (USA)

Sep 2020 – Dec 2022

- Drove measurable product growth: 40% increase in active users, 14-18% increase in page views, 33% reduction in bounce rate, and 145% increase in email click-through rates through strategic UX/UI redesigns
- Architected and maintained global design systems, UI component libraries, and style guides for enterprise platforms including Zapier, Unilever, and Denny's, ensuring brand consistency and accelerating developer handoff
- Led cross-functional collaboration with Product Managers and Engineers to define user requirements, product specifications, and technical feasibility for digital product initiatives
- Managed and mentored global team of 5 UI/UX designers, integrating design workflows into agile development cycles and improving sprint velocity
- Reduced customer service inquiries by 40% through improved navigation architecture and information design

UI/UX & Graphic Designer

OranjeClick

Islamabad, Pakistan

Dec 2019 – Sep 2020

UI/UX & Graphic Designer (Intern)

Alberuni Tech

Islamabad, Pakistan

Sep 2019 – Dec 2019

Education

Birmingham City University, UK
MSc User Experience Design • 2023 – 2024 Master's thesis:
"Implementing Continuous Product Discovery in Organizations" –
Research directly applied to current role at TerraQuest

(2023–2024)

PMAS University Institute of IT
BSc (Hons.) Information Technology.

(2015–2019)

Latest Projects

Interactive House – TerraQuest	Featured and celebrated by Webflow official account, showcasing innovative approach to making complex regulatory information accessible and user-friendly.
National Today – Top Worldwide	Complete website redesign driving 40% growth in active users and 33% reduction in bounce rate
Wisevoter – Top Worldwide	Data visualization platform with design system implementation, reducing bounce rate by 40% through usability improvements
Scholaroo – Top Worldwide	Educational platform UI/UX design with focus on information architecture and user journey optimization
AnimalBiome – Top Worldwide	Annual Report Design
Quest Diagnostics – Top Worldwide	Website redesign