

Safarulla Kasmi

Product & Communication Designer

Strategic Design Leader with 6+ years of experience in Product UI, Visual Identity, and Brand Strategy. Expert at building scalable design systems and high-conversion digital experiences. Pioneered an AI-enhanced workflow leveraging Claude to accelerate UX research and execution while maintaining uncompromising brand integrity. Proven track record of aligning creative vision with technical execution to drive measurable business growth.

safru.kasim@gmail.com

+971 55 951 2023

Dubai, UAE

[Portfolio](#)

[LinkedIn](#)

Experience

CashKaro

Delhi, India

Assistant Design Manager

June 2024 - Feb 2026

- **Team Leadership & Strategy:** Directly managed a multidisciplinary design team to execute high-impact visual strategies that unified brand presence across all digital platforms.
- **Design Systems:** Spearheaded the development and maintenance of robust UI component libraries in Figma, streamlining the handoff process and ensuring 100% brand consistency.
- **AI Integration:** Integrated AI tools into the product strategy and UX research phases, reducing the time required for high-level problem solving and user-centric design by 40%.

Process Lead Designer

June 2023 - May 2024

- **Pipeline Optimization:** Engineered a streamlined design-to-development pipeline that leveraged advanced prototyping tools to reduce delivery cycles by 25%.
- **Workflow Management:** Managed end-to-end design workflows for complex projects, ensuring the timely delivery of high-quality assets while optimizing overall team efficiency.
- **Stakeholder Management:** Acted as the primary bridge between creative and technical teams to maintain brand integrity throughout the execution phase

Senior Associate Designer

Jun 2022 - May 2023

- **Creative Direction:** Developed and executed creative concepts for major digital branding initiatives, resulting in a cohesive user experience across web and mobile platforms.
- **Multi-Platform Design:** Focused on UI/UX Design and visual storytelling to elevate the brand's digital identity and improve user interaction metrics.
- **Asset Production:** Produced high-quality visual assets, incorporating Photography and Videography to enhance the brand's social media and marketing presence.

Sorted 360

Bangalore, India

Freelance Graphic Designer

Mar 2022 - May 2022

- **Visual Identity Design:** Designed high-impact visual assets and logos for a diverse client portfolio, ensuring strict alignment with individual brand guidelines.
- **Fast-Paced Delivery:** Managed multiple concurrent projects under tight deadlines, maintaining high quality and professional standards for all deliverables.

PaisaWapas
Graphic Designer

Bangalore, India
Aug 2019 - Mar 2022

- **Marketing Design:** Created engaging visual content for digital marketing campaigns and social media platforms to drive user growth and brand visibility.
- **User Engagement:** Analyzed campaign performance to iterate on visual designs, resulting in a 20% increase in social media interaction and user engagement.

Technical Skills

- **Design & Prototyping**
Figma, Adobe Photoshop, Adobe Illustrator, Adobe Lightroom, Final Cut Pro
- **AI & Strategic Tools**
Claude, Gemini, Bolt, Freepik, Lovable, Higgsfield
- **Core Competencies**
Creative Direction, UI/UX Design , Visual Identity, Photography, Videography, Branding & Logo Design

Education

Bachelor of Computer Application (BCA)
St. Aloysius College, Mangalore India

May 2014 - Apr 2017

Languages

English, Hindi and Malayalam.