

MUNAWAR KHEL



LEAD PRODUCT UI/UX DESIGNER

Karachi, Pakistan · Open to remote, hybrid, on-site, contract, and relocation opportunities globally

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SUMMARY

I started in 2006 running the website for Karachi's largest internet provider. Since then I have shipped 250+ products across 25 domains, and somewhere in the middle I stopped making software look better and started deciding how it works.

The through line is enterprise SaaS people use all day: logistics, field service management, and now AI-native products. At Enbase Technologies I owned the design of the TMS and the driver mobile app that were central to its US\$230 million acquisition by WiseTech Global in January 2023. I spent the three years after that at WiseTech as sole designer on five CargoWise Landside products used by 17,000+ logistics organisations in 200+ countries, and at Astreya I designed a 22-module platform coordinating a 1,500+ person workforce across 500+ buildings.

Today I lead design across six field service platforms at Teamfront, and independently I build as well as design: Bluedash went from Figma to a running fifteen-module application and a 126-component design system in ten days.

EXPERIENCE

JANUARY 2024 – PRESENT

Lead Product UI/UX Designer

Teamfront (Teamfront LLC) · United States / Remote / Contract

Lead and mentor a team of 2 product designers. Lead UI/UX design across Teamfront's portfolio of six vertical field service management platforms (Arborgold, ServiceMonster, Xcelerate, FloorZap, WikiPro, Fieldster), standardizing six independently evolved legacy interfaces onto the Align UI design system. One shared system now carries all six products, so components, patterns, and fixes propagate across the portfolio instead of being rebuilt per product.

- Led full-platform redesigns spanning 20+ web modules and 145+ mobile screens for Arborgold, 15+ modules and 55+ report types for ServiceMonster, and 18+ modules for FloorZap, rebuilding each product's information architecture around how its users actually work
- Reorganized Xcelerate around the lead-to-cash lifecycle as solo designer, delivering a KPI command center, a BI layer over 200+ reports, an AI accounts receivable agent, and a unified two-way texting backbone
- Designed the Arborgold Corporate Portal, a multi-branch governance product with enterprise KPIs, accounting period closure, and a role-based permissions matrix

MARCH 2023 – JULY 31 2026

Lead Product UI/UX Designer, CargoWise Landside

WiseTech Global · Sydney, Australia / Remote / Contract

Owned end-to-end design for five CargoWise Landside TMS products at WiseTech Global (ASX: WTC), used by 17,000+ logistics organisations worldwide, as the sole designer embedded with cross-functional product teams. The Autonomous AI TMS prototype was credited by team leadership with meaningfully advancing the team's thinking about transport in an AI future.

- Rebuilt WiseTech Connect Portal from a single-purpose legacy tool into a scalable role-based admin platform across 8+ modules and 3 user roles, and modernized CW Trinium from a legacy desktop application into a modern web platform with an AI-powered natural language dispatch planner
- Led design for the CargoWise Driver Mobile App (DMA) from Version 1 through the unified V2 that consolidated three move-type apps into one, then created the Supply Mobile Design System from scratch to migrate the app off Material UI
- Conceived and built Autonomous AI TMS, an agentic dispatch proof of concept in which a master orchestrator coordinates six specialist AI agents, implemented on Next.js and React with Claude Code and rule-level decision logging on every autonomous action

MAY 29, 2023 – JULY 15, 2026

Product UI/UX Designer

Astreya · United States / Remote / Contract

Re-engaged by Astreya as a contractor after the 2015 to 2018 employment, delivering its next generation of internal platforms end to end as solo designer and pioneering AI-driven design tooling from first principles, proving AI-assisted rapid prototyping viable at enterprise scale.

- Designed the Astreya Enterprise System (AES) Platform, coordinating a 1,500+ person workforce across 500+ buildings in five regions and spanning 22 web modules, and the Field Service Management (FSM) Mobile App, its 50+ screen field companion, both on a shared MUI-based design system
- Pioneered the AES Claude Design System, restructuring the production Figma MUI system, its tokens, and its component documentation into a reproducible AI prototype generation workflow with no prior methodology to follow

NOVEMBER 2015 – JUNE 2018

Product UI/UX Designer

Astreya · United States / Remote / Contract

Designed Astreya Pictor end to end as solo designer, Astreya's proprietary AI-powered process intelligence platform that ingests process data, maps real-time workflows as interactive process graphs, and routes prescriptive alerts. Five core modules and a responsive marketing site on a custom design system built from scratch, turning fragmented, engineer-dependent analytics into one closed feedback loop from ingest to act.

- Shifted operations from reactive to proactive, shrinking anomaly-to-action time from days to minutes through real-time visibility, AI-driven detection, and instant alerts
- Made model integration and dataset preparation self-service, dropping the time to connect a new model from days of engineering work to minutes, and replacing weeks of manual investigation with minutes of interactive exploration

- Consolidated five or more disconnected tools into one workflow with conditional subscriptions, role-based prescriptions, and contextual notifications routed via Slack, text, and email

NOVEMBER 2020 – MARCH 2023

Lead Product UI/UX Designer

Envase Technologies · United States / Remote / Contract

Led UI/UX design across four connected Envase products for the drayage and intermodal trucking segment: the back-office web TMS, the driver mobile app, Order AI, and DrayMaster PRO. Envase was acquired by WiseTech Global in January 2023 for US\$230 million, with the TMS platform and driver mobile app, both under my design ownership, central to the acquisition; the mobile app went on to become the CargoWise Driver Mobile App (DMA).

- Ran a full-platform redesign of the web TMS across ten core modules, standardizing a fragmented legacy interface onto one Material UI component system built for developer-friendly handoff
- Designed Envase TMS Mobile end to end as sole designer, turning a workflow of phone calls, texts, and paper into one guided stop-by-stop experience with four-method digital proof of delivery and barcode scanning
- Led design of Order AI, an AI document-processing platform routing verified orders into the TMS through a human-in-the-loop review workflow, and DrayMaster PRO, a four-module pricing intelligence platform with a guided RFQ bidding wizard and a real-time spot quote marketplace

NOVEMBER 2017 – APRIL 2022

Lead Product UI/UX Designer

Day One Technologies · India / Remote / Full-Time

Led and mentored a team of 3 designers on an India-based product team. Led end-to-end design for 20+ client products across iOS, Android, and web, taking flagship products from concept to shipped release for markets including the US, Egypt, and India (Finch, Monie, MyDhan, Reward 360, VERE360), while also owning the studio's own brand for five years across identity, four website generations, and its sales and proposal system.

2019

Senior UI/UX Designer

XS Studios (Xire Spirit Studios) · Al Ain, UAE / Remote / Freelance

Returned to XS Studios as a freelancer in 2019 to redesign the Sharjah Children's Reading Festival homepage for the Sharjah Book Authority, revisiting my own 2013 design: the colour-to-programme system and Arabic letterforms were retained and amplified while the layout moved to full-width zones that work on a phone.

OCTOBER 2013 – OCTOBER 2015

UI/UX Web & Mobile Design Specialist

Big Drop Inc · United States / Remote / Full-time

Co-founded a full-service web design and development agency, hiring a team of 10 designers in Ukraine and leading them remotely, and acting as primary client liaison generating ideas with clients to maximise the visual design potential of their products.

Various Design Roles

Multiple companies

Earlier design and front-end roles at XS Studios (Al Ain, UAE), Colwiz (Pakistan), Cygnis Media (Pakistan), GO-Gulf (Dubai, UAE), Axact (Karachi, Pakistan), Salsoft Technologies (Pakistan), Thobson Technologies (Pakistan) and Connect Communications (Karachi, Pakistan).

Independent Consulting Practice

Independent Practice

Independent design practice alongside agency and in-house roles, taking AI-native, multi-sided, regulated, and consumer community platforms from zero to shipped as sole designer, and increasingly designing and building them end to end rather than handing off, across agent control surfaces, verified-identity marketplaces, and the AI workflows that produce the work itself. Selected projects:

- Designed and built Wingman, the mobile control surface for a WhatsApp-based AI chief of staff, from client idea to a deployed installable product, resolving every agent action to one auditable approval object and making its memory inspectable and deletable
- Designed Girudo end to end, a consumer TCG arena of 14+ modules and a 17+ screen admin panel, then converted its 2.0 rebuild from manual design-then-handoff to an AI workflow where design and frontend ship in one session
- Designed Bluedash Version 1.0, an AI-native business operations platform of 190+ screens across 12 modules, then converted its build from design-then-handoff to an AI workflow, shipping a running fifteen-module application and a 126-component design system in ten days
- Designed Omassist, an AI-powered home care platform spanning a desktop SaaS hub and two mobile apps; agencies reported operational efficiency up 94 percent, administrative workload down 74 percent, and 9.8/10 match satisfaction

SKILLS

AI-Native Design: Agentic & Natural Language Interface Design, AI Prototype Pipelines & Design System Automation, Prompt & Context Engineering for Design, MCP Integrations, AI Tooling, Human-in-the-Loop AI Interface Design

Design & Visual: Figma, Design Systems, Design Tokens, High-Fidelity Prototyping, Wireframing, Interaction Design, Motion Design & Animation Systems, Visual Design

Product Design & UX: User Research & Validation, User Journey Mapping & Personas, Competitive & Market Analysis, Information Architecture, Content Strategy, Product Strategy, Marketplace & Two-Sided Platform Design, Immersive, VR & Spatial UX

Design-to-Engineering Fluency: Modern Frontend Stack, UI Component Frameworks, HTML / CSS

Leadership & Process: Design Team Leadership, CTO-Level Facilitation, End-to-End Product Ownership, Design-to-Engineering Handoff, AI Adoption Leadership, Client Discovery & Liaison, Distributed Team Collaboration

Domain Expertise: Logistics / TMS / Supply Chain, Enterprise SaaS, Managed IT Services / Enterprise Operations, Field Service Management / Vertical SaaS, Process Mining & Operational Analytics, B2B Marketplace / PropTech, Loyalty & Rewards, Travel, OTA & Ticketing

CORPORATE CLIENTS

Samsung, NFL Network, IGN, Cadbury, Toblerone, Nescafe, Sensodyne, Wendy's, Northwell Health, DP World, Yas Marina Circuit, UAE Pro League, Sharjah International Book Fair

EDUCATION

Aptech Computer Education, ACCP, Information Technologies, 2002 – 2003
Hyderi Public School, High School Diploma, Commerce, 2002 – 2003

CERTIFICATIONS

DISM, Aptech Computer Education

LANGUAGES

English, Professional Working
Urdu, Native / Bilingual
Memoni, Native / Bilingual

TESTIMONIALS

"If you're looking for a designer who combines strong UX/UI craft with advanced AI literacy, thoughtful problem-solving, and user empathy, I'd recommend Muna."

Becc Roach, UX Designer, WiseTech Global

"Bring Muna onto your team and you get loyalty, consistency, and someone who truly cares about doing things 'the proper way'."

Rav Takhar, Head of Engineering, WiseTech Global

"Munawar was able to translate our business needs into high quality prototypes. Both the products were well received by the users and had a great adoption/engagement rate."

Divya Subash, Principal Product Manager Technical, T-Mobile for Business Product & Engineering