



# LIYAKAT ALI

SENIOR UX & UI DESIGNER · DOHA, QATAR



## THE DESIGNER

A UX Architect who doesn't just design screens - but engineers experiences that move people through complexity with confidence. Specializing in high-stakes financial products where clarity, trust, and precision aren't optional - they're everything.

## THE WORK

Dec 2023 - Present

**Senior UX/UI Designer**

*Qatar Development Bank - Doha, Qatar*

### Housing Loan Mobile App - End-to-End Redesign

Transformed a paper-heavy, branch-dependent housing loan journey into a fully digital, mobile-first experience - redesigning every critical touchpoint across the core flows.

#### Onboarding

- Turned a fully manual process into a 5-stage digital flow - data entry, document upload, e-signature, review, and real-time approval tracking.
- Broke complex entry into single-focus screens with inline validation and contextual guidance - reducing drop-off and supporting all digital literacy levels.
- Validated through moderated usability sessions and multiple design iterations before stakeholder sign-off.

#### Disbursements

- Designed a milestone-based disbursement flow - letting users select completed construction stages, confirm consultants and contractors, and submit payment requests entirely in-app.
- Surfaced real-time progress tracking on the dashboard - disbursed vs. remaining amounts, visible at a glance.
- Reduced submission anxiety with a review step and cancel guard - preventing accidental loss mid-flow.
- Closed the loop with a success state and "What's Next" tracker - keeping users informed post-submission.

**Beyond these flows, also designed the full Application, Repayment, Change consultant - contractor, and Requests flows** - each validated through usability testing and delivered in close collaboration with legal, compliance, and engineering.

### Digital Portal - Internal Banking Platform

Designed and shipped core operational features for QDB's internal banking portal - enabling bank staff and customers to manage high-stakes financial workflows digitally, end-to-end.

## PROFILE

A UX/UI Designer with 12+ years of experience across digital product design, creative direction, and visual storytelling - primarily within banking and finance.

My background spans Graphic Design, Senior Creative Design, and Digital Art Direction before moving deeper into UX/UI. That progression shapes how I work today - I bring both visual craft and product thinking to every project, and I'm comfortable moving between the details and the bigger picture.

At QIB, I was part of the Digital Transformation team - working across the mobile app redesign, ATM kiosk interface, and a product-wide design system. Most of my work sat at the intersection of user needs, business goals, and technical feasibility - collaborating closely with developers and stakeholders throughout.

I work in Figma, Adobe XD, Illustrator, Photoshop, and InDesign - and I've found that knowing how things get built makes me a better collaborator with development teams. I'm comfortable presenting design rationale to stakeholders and translating decisions into outcomes that make sense beyond the design room.

## PORTFOLIO

### Website

<https://www.liyakatstudio.com>

### Behance

<https://www.behance.net/infectedbr7a03>



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## ONLINE TRAINING CERTIFICATION

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Aug 08, 2023

Calarts - Visual Elements of User Interface Design  
<https://coursera.org/verify/ENNTQWEB7CQY>

Apr 02, 2020

UI UX Design & Prototyping using XD - Udemy  
Certificate url:  
<ude.my/UC-cc61c6a4-2d1d-4a26-a92e-d876046cbfe8>

- Designed a Fund Transfer flow with a full Maker - Checker - Approver hierarchy - ensuring every transfer is initiated, validated, and signed off through the correct multi-role chain before execution.
- Built the Document Lodgment feature, triggered post-offer acceptance - where the RO pushes required documents to the customer, the customer uploads, and a review-and-return cycle runs between RO and customer until lodgment is fully completed.
- Designed the Disbursement Request flow initiated by the customer - starting with an invoice upload that auto-populates product details, quantities, amounts, and beneficiary info - followed by shipment details, mandatory disclosures, and supporting document uploads - culminating in a final review and submission that feeds into the same Maker - Checker - Approver chain for internal approval.
- Surfaced real-time status tracking across all flows within the portal - giving both RO and customer full visibility at every stage.
- Translated complex, multi-step banking operations into clean, high-density web interfaces - balancing data richness with usability for operations teams.
- Extended the design scope beyond the portal by creating all **promotional and marketing collateral for the platform** - including banners, presentations, and campaign materials - ensuring a consistent brand narrative across both product and communications.

## SKILLS & EXPERTISE

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### Design Tools & Techniques

- Figma · Figma Make · Adobe XD · Illustrator · Photoshop · InDesign · Wireframing · Prototyping · Mockups · A/B Testing · Design System Management

### User-Centric Design

- User-Centered Design Principles · Interaction Design · Responsive Design · Usability Testing · Intuitive UX · Engaging UI

### Collaboration & Delivery

- Cross-Functional Collaboration · Design Handoff · Project Management · Stakeholder Presentations · Social Media Design

### AI-Powered Design

- AI-Driven Design Tools · Design Automation · Generative Variations · Predictive Analytics · Data-Driven Decision Making

## EDUCATION

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### Bachelor of Business Administration - BBA

Rabindranath Tagore University (RNTU) / Raisin / India

Grade: 1st Division

Completion Year: 2024



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## CONTACT

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## THE WORK - CONTINUED

Feb 2019 - Sep 2022

**Senior UX/UI Designer - Qatar Islamic Bank - Doha, Qatar**

As part of QIB's Digital Transformation team, owned the full research and design process across high-impact projects - from identifying user needs to crafting polished UI solutions ready for production.

### QIB Mobile App Design

Led a comprehensive redesign of the QIB mobile app, modernizing the visual language and interaction patterns to meet contemporary design standards.

- Reimagined core user journeys - including onboarding, fund transfers, and payments - reducing friction and elevating the overall experience.
- Architected a scalable design system to enforce visual consistency, accelerate future development, and maintain coherence across all UI components and touchpoints.

### ATM Kiosk - Interface Redesign

Redesigned the ATM kiosk experience with a focus on clarity, trust, and ease of use - giving the interface a modern, reliable aesthetic that users could navigate with confidence.

- Simplified complex transaction flows into clean, intuitive steps - minimizing cognitive load and reducing user error.
- Balanced functional efficiency with visual refinement to deliver an interface that feels both approachable and professional.

Oct 2015 - Dec 2018

**Creative Designer (Freelance) - Qatar University - Doha, Qatar**

- Managing Print and Digital Design Projects for Qatar University Research Office.
- Overseeing projects for BRC (Biomedical Research, Center), Kindi, LARC (Laboratory Animal Research Center), ESC (Environmental Science Center), and other departments.
- Responsible for the design aspects of research-related materials and communications.

Jan 2013 - Jul 2015

**Digital Art Director - Affirmative Ideas / Mumbai / India**

May 2011 - Jul 2012

**Senior Graphic Designer - Naycom IFP Qatar / Doha / Qatar**

Jun 2009 - Oct 2011

**Senior Creative Designer - Common Sense Advt. / Mumbai / India**

Feb 2008 - Apr 2009

**Web Designer - Tattoo 360 / Dubai / Media City**

Jul 2006 - Dec 2007

**Graphic Designer - Netage Technologies / Deira / Dubai**