

Umar Ali Butt

Senior Product Designer · Web3, Fintech & AI

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[Portfolio](#) · [LinkedIn](#) · [Dribbble](#)

Professional Summary

Senior Product Designer with 5+ years designing Web3, fintech and AI products used by millions, including a crypto launchpad with 2.5M+ users and \$200M+ raised. I take products from first concept to launch: user research, flows, design systems and high-fidelity prototypes, working closely with engineering through delivery. I specialise in turning complex financial and technical workflows into interfaces people trust, and my work has cut onboarding friction by up to 45%, shortened onboarding from 20 minutes to 60 seconds, and lifted engagement by 50%. I also build scalable design systems and mentor designers.

Featured Projects

DOP - AI Design Collaboration Platform · [dop.org](#) *Lead Product Designer* Open-source design canvas with 730+ GitHub stars. Architected the AI-agent collaboration UI and design system, reducing iteration time by 35%.

Gems.vip - Crypto Launchpad · [gems.vip](#) *Principal Product Designer* 2.5M+ users and \$200M+ raised. Designed platform UX across 140+ countries and optimised onboarding, reducing friction by 45%.

Gems Trade - Crypto Exchange (CEX) · [gems.trade](#) *Lead Product Designer* Designed institutional trading and basket trading interfaces. Streamlined order execution flows, reducing friction by 40%.

TOMI - Web3 Super App · [tomi.app](#) *Senior Product Designer* \$3.5M seed round (Polychain Capital, 2024). Designed messaging, payments and identity flows, reaching 60% sign-up to active-user conversion.

Joni AI - AI Chatbot Platform · [joni.ai](#) *Product Designer* 150K+ users. Designed an adaptive conversation UI and cut onboarding from 20 minutes to 60 seconds, increasing engagement by 50%.

Experience

Quecko Inc.

Senior Product Designer · Jul 2023 – Present

- Lead product design strategy for Web3 and blockchain products, from discovery to launch.
- Architect design systems that keep multiple products consistent and fast to build.
- Mentor junior designers and work with product, engineering and leadership on launches.

Product Designer · Dec 2022 – Jul 2023

- Owned feature-level UX and UI end to end across fintech and Web3 products.
- Ran user research and usability testing to validate and refine flows.
- Refined the design system to keep the platform consistent while managing complex projects.

UI/UX Designer · Sep 2021 – Nov 2022

- Designed complete features, wireframes, mockups and interactive prototypes.
- Contributed to building the design system and team workflows.
- Progressed quickly into an end-to-end product design role.

Skills & Tools

Tools: Figma · Adobe XD · Sketch · Photoshop · Illustrator · Jira

Core skills: Product Design · Design Systems · Prototyping · User Research · Interaction Design

Expertise: Web3 & Blockchain · Fintech UI · AI Platforms · SocialFi · Responsive Design · Accessibility · Mobile & Web

Education

Self-taught Product Designer - High School Diploma, plus 5+ years of hands-on industry experience in Web3, blockchain, AI interfaces and design systems.