

Munawar Khel

Lead / Senior Product Designer - Karachi, Pakistan

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

SUMMARY

20+ years of end-to-end product UI/UX design across enterprise SaaS, logistics technology, field service management, and AI-native products. Currently Lead Product UI/UX Designer at Teamfront, standardising six vertical field service management platforms onto one design system, alongside an Astreya contract covering the 22-module Astreya Enterprise System (AES) Platform and AI-driven design tooling built on custom Claude skills. Spent the three years before that as sole designer across five CargoWise Landside TMS products at WiseTech Global, used by 17,000+ logistics organisations. Independent practice ships AI-native platforms end to end as sole designer, increasingly designing and building them rather than handing off, including an agentic business operations platform of 190+ screens taken from Figma to a running application. Earlier career spans Envase Technologies, whose TMS and cargowise driver mobile app (dma), both under my design ownership, were central to its US\$230 million acquisition by WiseTech Global in January 2023, plus Day One Technologies, Big Drop Inc, and agency roles across the US, UAE, and Pakistan. Equally effective embedded solo and leading remote teams.

EXPERIENCE

Lead Product UI/UX Designer

Contract • Remote • United States

Teamfront (Teamfront LLC) [\[view details\]](#)

January 2024 – Present • 2 yrs 8 mos

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

Lead Product UI/UX Designer, CargoWise Landside

Contract · Remote · Sydney, Australia

WiseTech Global [\[view details\]](#)

March 2023 – July 31 2026 · 3 yrs 4 mos

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

Product UI/UX Designer

Contract · Remote · United States

Astreya [\[view details\]](#)

May 29, 2023 – July 15, 2026 · 3 yrs 2 mos

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

Product UI/UX Designer

Contract · Remote · United States

Astreya

November 2015 – June 2018 · 2 yrs 7 mos

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

Lead Product UI/UX Designer

Contract · Remote · United States

Envase Technologies [\[view details\]](#)

November 2020 – March 2023 · 2 yrs 4 mos

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

Lead Product UI/UX Designer

Full-Time · Remote · India

Day One Technologies [\[view details\]](#)

November 2017 – April 2022 · 4 yrs 5 mos

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.

Senior UI/UX Designer

Freelance · Remote · Al Ain, UAE

XS Studios (Xire Spirit Studios) [\[view details\]](#)

2019

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.

UI/UX Web & Mobile Design Specialist

Full-time · Remote · United States

Big Drop Inc [\[view details\]](#)

October 2013 – October 2015 · 2 yrs

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

January 2006 – April 2014 · 8 yrs 3 mos

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 [\[view details\]](#)

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

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

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

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 · June 2026

"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 · June 2026

"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 · March 2021

All 21 recommendations: [linkedin.com/in/munawarkhel/details/recommendations](https://www.linkedin.com/in/munawarkhel/details/recommendations)

CERTIFICATIONS & LANGUAGES

DISM, Aptech Computer Education

English (Professional Working) · Urdu (Native / Bilingual) · Memoni (Native / Bilingual)