

Mohammad Hilal Malik

UI/UX & Product Designer

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Summary

UI/UX and product designer with 4 years of experience designing and building web products, from UX research and design systems to shipped React apps and AI-powered tools. Built LotStudio AI, a SaaS product for car dealerships, and a 20+ module dealership platform launched in 2 days. Combines product design, front-end development, automation and performance marketing. Open to full-time roles and freelance projects.

Experience

BC dealership group and Vancouver creative agency · Vancouver, BC

Web Development & Performance Marketing Manager (full-time), July 2026 to September 2026

Creative & Automation Specialist (part-time), April 2025 to July 2026

- Designed and built a dealership digital platform with 20+ core modules, including DMS-integrated inventory, VIN decoding with one-click SEO descriptions, natural-language search, UTM attribution, GA4 and Microsoft Clarity analytics, lead management and an email module; launched in 2 days.
- Built LotStudio AI, an AI vehicle-photo tool, from an internal tool to a SaaS MVP (May 2026) with masked editing, Supabase auth and an API integration for inventory websites.
- Designed the UI and UX of a peer-to-peer car rental platform (November 2025 to September 2026): booking flows, host and renter dashboards, admin panel and 14 booking lifecycle states; audited 300+ files and logged 139 UX issues, tracked with developers through to a live release.
- Designed, built and maintained websites for dealership and agency clients, with inventory integration, campaign landing pages, UTM tracking, automated lead emails, schema and GA4 setup.
- Built AI voice and chat agents with ElevenLabs, Twilio and n8n for appointment booking, lead capture and dealership inquiries, including scripts, fallbacks and confirmations.
- Planned, built and launched Meta campaigns end to end, including an EV dealership launch with a 48-vehicle catalogue, dynamic product ads and click-to-call; cut instant forms from 15 to 12 fields and reached a lowest cost per lead of \$26.
- Produced AI-assisted ad creatives and coded motion ads and reels with Midjourney, Remotion and GSAP.

Freelance UI/UX & Web Designer · Remote, 2022 to Present

- SiteTask (in progress): designing a multi-site task management web app for an 11-station fuel retailer, with role-based task assignment, photo-proof completion, overdue and completion email alerts, and reporting.
- Fashion e-commerce website for a tech apparel brand: product catalogue, product pages with colour and size selection, cart and checkout.
- Cakes and pastries bakery rebrand: repositioned the business and rebuilt its 5-page website around a mascot-led identity.

Quackly Private Limited · Remote (India)

UI/UX Design Intern, March 2023 to April 2024

- Designed e-commerce and logistics interfaces, including order tracking and fulfilment flows; ran usability testing; worked in Jira sprints.
 - Designed the UI for Tuniff, an AI hairstyle recommendation app: survey research with about 10 users, personas, 14+ high-fidelity screens, and privacy and permissions design.
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Skills

Design: Figma, design systems, wireframing, prototyping, UX research, usability testing, personas, information architecture, WCAG 2.1, Adobe Illustrator, Photoshop

Front-end: React, TypeScript, JavaScript, HTML, CSS, Tailwind CSS, Vite, Supabase, GSAP, Framer Motion, Remotion, Chart.js, D3.js

AI & automation: Claude, ChatGPT, Midjourney, ElevenLabs, Twilio, n8n, Lovable

Marketing & analytics: Meta Ads Manager, GA4, Microsoft Clarity, UTM tracking, SEO and schema markup

Education

Kwantlen Polytechnic University, Wilson School of Design · Richmond, BC
Diploma, Front-End Development for Interactive Applications, September 2024 to May 2026

Certifications

Responsive Web Design · Creating AI Applications with Python and GitHub Models · Figma Essential Training

Languages

English (professional), Hindi (native), Urdu (professional), German (elementary)