

EHTSHAM MALIK

SENIOR PRODUCT DESIGNER | FULL-STACK WEB & AI DEVELOPER

United Arab Emirates | +971 52 418 7893 | eht.malik@gmail.com | linkedin.com/in/emalik | emion.dev

PROFESSIONAL SUMMARY

Senior product designer and full-stack web and AI developer with 20+ years of experience across digital government, enterprise applications, mobile products, automotive HMI, embedded interfaces, branding, and emerging AI technologies.

Combines product strategy, UX/UI design, technical architecture, and hands-on engineering to turn complex operational requirements into accessible, secure, and scalable digital products. Currently leads end-to-end design and development initiatives for Fujairah Government, from discovery and stakeholder alignment through implementation, cybersecurity review, and production deployment.

CORE EXPERTISE

- Product Strategy & UX Leadership
- Service & Interaction Design
- Applied AI, RAG & LLM Integration
- Automotive HMI & Embedded Interfaces
- Stakeholder & Vendor Management
- Digital Government & Public Services
- Full-Stack Web & Mobile Development
- Design Systems & Accessibility
- Bilingual English/Arabic Products
- Branding, Motion Design & 3D

PROFESSIONAL EXPERIENCE

Senior Web & AI Developer / UI/UX Designer | Digital Fujairah

Oct 2020 - Present

Fujairah Digital Government | United Arab Emirates

- Lead the end-to-end design and development of citizen-facing portals, departmental websites, transactional services, internal workflow platforms, mobile experiences, and AI-enabled products for Fujairah Government entities.
- Translate policy, service, operational, and bilingual content requirements into clear user journeys, information architecture, wireframes, interactive prototypes, reusable design systems, and production-ready interfaces.
- Architect and build secure full-stack solutions with multilingual content management, role-based access control, approval workflows, audit trails, dynamic forms, system integrations, and reusable component libraries.
- Own delivery across discovery, UX/UI, technical planning, frontend and backend implementation, stakeholder reviews, vendor guidance, quality assurance, cybersecurity coordination, and deployment readiness.
- Partner with government leaders, service owners, infrastructure teams, and vendors to improve usability, accessibility, consistency, and maintainability across public digital services.

SELECTED GOVERNMENT PROJECTS

- **Government portals:** Designed and developed Fujairah.ae and digital platforms for Digital Fujairah, the GIS Department, Majlis Mohammad bin Hamad Al Sharqi, Fujairah Business Women Council, Fujairah Media, the Government Excellence Department, and the Public Works and Agriculture Department.
- **Transactional and operational systems:** Delivered an online tourism ticketing platform, an immigration employee-card printing system, and a visitor-request management platform for the Fujairah Emiri Court.
- **Mobile and workforce products:** Led UI/UX for Fujairah Kawader, a bilingual HR mobile application supporting employee services and workforce interactions.
- **AI and digital transformation:** Designed and developed platforms and prototypes including Nashir CMS, Sanadk, Ask Fujairah, and iFujairah, spanning content management, unified services, conversational assistance, and real-time intelligence.
- **Brand systems:** Created the visual identity for the Future Technology Observatory and contributed branding, digital guidelines, and visual standards across government initiatives.

EARLIER EXPERIENCE

Mentor Graphics | now part of Siemens EDA

Nov 2009 - Feb 2018

Lahore, Pakistan

Career progression: Creative Lead (Aug 2013 - Feb 2018) | Senior Graphics Designer (Aug 2010 - Aug 2013) | Graphics Designer (Nov 2009 - Aug 2010)

- Progressed through three roles, assuming increasing responsibility for design leadership, client communication, project direction, and team management.
- Led a multidisciplinary design team creating human-machine interfaces for automotive instrument clusters, infotainment systems, embedded platforms, consumer electronics, and product demonstrations.
- Directed projects from requirements analysis and concept development through interaction design, visual design, animation, prototyping, implementation support, usability evaluation, and final presentation.
- Partnered with engineering teams to resolve implementation constraints and translate interface concepts into working embedded products while maintaining design quality.
- Collaborated with product, marketing, and business-development teams to present complex technical capabilities through compelling interfaces, demonstrations, motion graphics, and international tradeshow materials.

Multimedia Designer | Training Folks

Sep 2008 - Nov 2009

Islamabad, Pakistan

- Designed and produced interactive e-learning experiences for international clients using Adobe Captivate, Lectora, Articulate, and Flash, while contributing to company websites and digital content.

Multimedia Designer | Core Digital Frameworks

Nov 2006 - May 2008

Islamabad, Pakistan

- Contributed to the UI design of an online technical-documentation platform, created the company brand identity, and designed and developed websites, marketing materials, video advertisements, and post-production content.

TECHNOLOGY & DESIGN TOOLKIT

Product & UX	Product strategy, service design, UI/UX design, user research, user flows, information architecture, wireframing, prototyping, usability testing, design systems, accessibility, Figma
Frontend & Mobile Development	Next.js, React, React Native, Expo, TypeScript, JavaScript, HTML5, CSS3, Tailwind CSS, shadcn/ui, responsive design
Backend, Data & Platforms	Node.js, REST APIs, PostgreSQL, Prisma, Strapi, Payload CMS, authentication and RBAC, Git, Azure DevOps, Linux, Nginx, deployment workflows
Applied AI	LLM application development, OpenAI and Claude integrations, Ollama and local models, RAG, embeddings, vector search, AI agents, prompt engineering, guardrails
Creative & Visual Design	Adobe Photoshop, Illustrator, After Effects, Premiere Pro, Blender, 3D visualization, motion design, interface animation, branding and visual identity

EDUCATION

Bachelor of Information Technology | Preston University

Mar 2003 - May 2007

Islamabad, Pakistan

AWARDS & RECOGNITION

Fujairah Government Excellence Award | Recipient

2023

Best Performer of the Year | Mentor Graphics Corporation

2011