

SAIM RASHEED

Operations Management | UI/UX Design | Web Development

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PROFESSIONAL SUMMARY

Results driven professional with a rare combination of large scale operations leadership and hands on digital skills. Former CEO of a high capacity automated poultry operation managing up to 90,000 units, where data informed decisions and process optimisation were central to the role. Simultaneously developed practical expertise in UI/UX design and frontend web development through freelance and independent projects. Currently expanding into AI adjacent technologies. Brings a systems thinking mindset, cross functional adaptability, and a strong bias for execution.

EXPERIENCE

Operations & Management Associate | Verve General Order & Supplies 2024 – Present

- Oversee day to day operational workflows, supplier coordination, and inventory planning.
- Identify and implement process improvements to reduce turnaround time and operating costs.
- Prepare reporting and documentation to support senior management decision making.

Chief Executive Officer | MR Poultry 2021 – 2023

- Directed full operations of a large scale automated facility managing up to 90,000 units.
- Supervised multi function teams across health management, logistics, and quality control.
- Implemented workflow optimisation initiatives that improved feed efficiency and reduced mortality rate.
- Coordinated with veterinary professionals, feed suppliers, and regulatory bodies.

Freelance UI/UX Designer & Web Developer | Independent 2019 – Present

- Conducted user research and translated insights into wireframes and interactive prototypes using Figma and Framer.
- Developed responsive web interfaces using HTML, CSS, and JavaScript with a focus on usability and clean layout.
- Applied usability testing principles to iterate on designs before handoff or deployment.
- Managed end to end project delivery for small business and personal clients.

Assistant to the CEO | Fastlink Telecommunications 2018

- Supported executive operations including project coordination, client quotations, and internal reporting.
- Acted as liaison between departments to track deliverables and maintain timelines.

SKILLS

Design & Frontend: UI/UX Design, Wireframing, Prototyping, Figma, Framer, HTML, CSS, JavaScript

Tools & Platforms: GitHub, WordPress, Canva, MS Office Suite, Apple Creator Studio

Operations: Process Optimisation, Workflow Management, Team Supervision, Vendor Coordination

Digital: Digital Marketing, AI Integration (in progress), SQL (learning)

Currently Learning: Power BI, AI fundamentals, advanced SQL

Soft Skills: Systems Thinking, Cross functional Communication, Problem Solving, Adaptability

EDUCATION & CONTINUOUS DEVELOPMENT

Matriculation – Computer Science | Namal College, Chakwal 2017

Formal grounding in computing fundamentals, mathematics, and logical reasoning.

Self Directed Technical Learning | Ongoing 2017 – Present

- Web development: HTML, CSS, JavaScript applied directly in freelance and personal projects.
- UI/UX design: Figma, Framer, user research methodologies, usability principles.
- Currently studying SQL and AI fundamentals with a goal of transitioning into AI adjacent roles; actively learning Power BI for data visualisation and reporting.
- Version control: Git and GitHub for code management and collaboration.

NOTABLE PROJECTS

Androon | Personal Project (*in progress*) 2024 – Present

- Hyperlocal discovery platform designed to surface and support home-based female entrepreneurs across Pakistan.
- Responsible for product concept, UX research, interface design, and frontend development.

References available upon request • Portfolio and work samples available on request