

Besar Shabani

Senior UI/UX, Product & Brand Designer

Designer with 5+ years across SaaS platforms, mobile apps, company websites, and e-commerce. I've worked on around 58 websites, 12 digital products, and 8 online shops, taking them from research and user flows through wireframes and design systems to the final interface. I care about design that makes sense to the people using it and works for the business behind it.

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Based in Pristina, Kosovo · Open to remote, full-time, part-time and project work

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01 Professional Experience

Senior UI/UX & Brand Designer at Kaizen Studio

Apr 2026 - Present

Design for e-commerce brands: the store itself, and everything that brings customers back to it.

- Design UI/UX for e-commerce stores and member portals, from page structure to final interface.
- Plan in-shop sales strategy: offers, product pages, and the path from product to checkout.
- Prepare Shopify themes for seasonal offers ahead of each campaign, such as the Q4 and Halloween promotions.
- Design and set up email campaigns and flows in Klaviyo.
- Create image ads and social media content for paid and organic channels.
- Design brand identities and complete brand packages for new and existing clients.
- Produce high-end product imagery with AI tools, from generated lifestyle scenes to enhanced product photos.
- Keep store, email, and ad design consistent, so each brand reads the same on every channel.

Tech stack: Figma, Shopify, Klaviyo, AI image tools

UI/UX & Product Designer at Mesh WEB

Feb 2021 - Apr 2026

Joined as a graphic design intern and grew into the product design role, designing SaaS platforms, business tools, mobile apps, and websites for Mesh WEB and its clients in Germany and Austria.

- Designed Mesh App from scratch, a business management platform for trades and service companies covering CRM, projects, finance, documents, purchases, and team.
- Took Mesh App across web, iOS, and Android; according to meshapp.io, 40 businesses in Germany and Austria run their work on it.
- Built its information architecture around one project lifecycle, from first request to paid invoice, shared by every module.
- Created modular design systems for dashboards, data tables, status indicators, and forms that development teams could maintain.
- Designed Control Seven, a mobile device management platform, including a nested device-group navigation and confirmation flows for critical actions.
- Designed Islamic App, a mobile app for prayer times, Qibla direction, and Quran reading, based on user interviews, in light and dark mode.

- Redesigned client websites: a solar energy site with a roof-based configurator, a car dealership with inventory filters, and a tax advisory firm in Vienna.
- Mapped user flows and journeys, then moved from low- to high-fidelity wireframes and interactive prototypes before final UI.
- Worked directly with developers and clients to scope features, review builds, and hand off production-ready designs.
- Built and launched websites in Framer and WordPress, from custom layouts and CMS setup to launch.

Tech stack: Figma, FigJam, Framer, WordPress

Graphic Designer at Mesh WEB

2021 - 2022

- Designed social media posts, ads, and marketing visuals for Mesh WEB and its clients.
- Prepared brand assets and graphics for websites and digital products.
- Supported the UI/UX team on early product and website projects, which led to a full-time product design role.

02 Selected Projects

Mesh App • Product Design

Web, iOS, Android

CRM and order processing for trades and service businesses, from the first inquiry to the paid invoice.

Live: meshapp.io · Case study: besarshabani.pro/mesh-app

Control Seven • Product Design

Web app

Mobile device management platform for monitoring, controlling, and securing company devices.

Case study: besarshabani.pro/control-seven

Islamic App • Mobile App Design

iOS, Android

Prayer times, Qibla direction, and Quran reading in one calm daily companion, in light and dark mode.

Case study: besarshabani.pro/islamic-app

Loravey • E-commerce Design

Online shop

Online shop for natural skin care, with AI-generated and enhanced product imagery.

Case study: besarshabani.pro/loravey

Websites • Web Design

Energy, automotive, finance

E.G.E.S (solar energy, with a roof configurator), Autohaus Standard (car dealership), MARKU Steuerberatung (tax advisory, Vienna).

Live: marku-steuerberatung.wien · All work: besarshabani.pro/work

03 Education

Integrated Design

UBT - University for Business and Technology, Pristina

04 Languages

Albanian: Native

English: Professional proficiency

05 Skills

Product & UX

- Product design
- User research and interviews
- User flows and journey maps
- Information architecture
- Wireframing and prototyping
- Accessibility

E-commerce & Marketing

- Online shop design
- Conversion and offer pages
- Email design and flows
- Image ads and social media

UI & Visual

- UI design
- Design systems
- Responsive design
- Brand identity and brand packages
- AI-assisted product imagery

Tools

- Figma, FigJam
- Framer
- WordPress
- Shopify
- Klaviyo
- AI image tools