FAHEEM

Product Designer

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Product Designer with a Computer Science background and 2+ years of experience in web and SaaS products. I specialize in the full design lifecycle—from user research and wireframing to prototyping and implementation—creating intuitive, practical designs that solve real-world problems and enhance user experiences.

Work Experience

Pickcel — UI/UX Designer   📅 Nov 2023 - present

`UX Design` `Wireframing` `Visual Design`

- Boosted **user engagement by 29.5% YoY**, enhancing overall platform stickiness and contributing to long-term user retention.
- Increased **pricing page visits by 65.8%**, leading to stronger conversion rates and improved customer acquisition.
- Collaborated with **marketing and development teams** to ensure that design decisions aligned with business goals and improved cross-functional workflows.
- Built and implemented a **scalable design system**, establishing a consistent visual language and streamlining design-to-development handoff.
- Designed and launched an internal **dashboard and console** that simplified user workflows, **increasing operational efficiency** and attracting key stakeholders.
- Led end-to-end design for console and website revamps, **improving usability and accessibility** while aligning with user needs and business goals.

Pickcel — UI/UX Designer (intern)   📅 Mar 2023 - Nov 2023

`UI Design` `Visual Design`

- Created **visual mockup and prototypes** in Figma and Photoshop for new product features.
- Focused on **user-centric design** to improve usability and accessibility across platforms.

Freelance — Visual Designer   📅 April 2022 - May 2024

`Logo Design` `Branding` `UI Design`

- Designed logo and brand identity for a client, reaching **50,000+ Followers** across digital platforms.
- Created scalable brand assets for use across social media, digital, and print platforms.

Certification

Google UX Design   📅 Sep 2024

Skills & Tools

Specialised Skills

| UI related | Design Systems | Dashboard Design | Typography | Microinteractions |

| UX related | User Research | Design Thinking | Heuristic Evaluation | Journey Mapping |

Tools & Softwares

| Designer related | Figma | Sketch | Adobe Creative Suite | Figjam | Webflow |

| AI for Design | Gemini | Chatgpt | Cursor AI | Mid journey | Dall-E |

Coding Skills

| Front-end | ReactJS | Tailwind | Framer Motion | Gsap |