

# FAHEEM

Product Designer

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Product Designer with a Computer Science background around 3 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.

## Education

### Bachelors in Computer Science Engineering

📅 June 2018 - Sep 2022

## Certification

### Google UX Design

📅 Sep 2024

## Skills & Tools

### Specialised Skills

Product Design | Design Systems | Dashboard Design | Typography | Microinteractions  
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 | Midjourney | Dall-E

### Coding Skills

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

See Recent Projects →

## Recent Projects

### Pickcel Dashboard Redesign & Navigation Optimization

Data-Driven Design   Dashboard Design   User Research

- **CMS Redesign for Improved User Experience:** Collaborated on the redesign of an internal console app to enhance usability and create a more user-friendly experience. Focused on **reducing visual fatigue through cleaner layouts** and an eye-comfortable color scheme, while introducing logical grouping of related features for easier navigation. These improvements minimized cognitive load, enabled users to complete tasks more efficiently, and transformed the console into a more intuitive workspace for both technical and non-technical stakeholders.
- **Enhancements to Pickcel CMS Ecosystem:** Designed features to improve media management and accessibility within the CMS. Introduced an option to move media across multiple sections for better organization and flexibility. Enhanced the add-screen module to be more accessible and user-friendly, streamlining the process of adding and managing screens. These improvements simplified workflows and strengthened the overall usability of the CMS.

### In-Built Applications within Pickcel Appstore

Journey Mapping   Wireframing   UX Design

- **LinkedIn Integration within Pickcel CMS:** Collaborated on designing an in-built LinkedIn application inside the CMS, enabling users to directly access posts and assign them to digital signage displays. Focused on streamlining workflows and ensuring a seamless connection between social content and signage management, improving efficiency and expanding the platform's versatility.
- **Wi-Fi Scanner Application:** Designed an application that simplifies network connectivity by generating a QR code after the required details are entered. Users can scan the QR code to quickly and securely connect to the Wi-Fi, eliminating manual entry errors and improving overall accessibility.

### Pickcel GO App Design

UX Design   Interaction Design   Visual Design

- **CMS Mobile App Revamp:** Collaborated on revamping the Pickcel CMS mobile app, transforming it from a dated, confusing interface into a modern, user-friendly experience. Focused on improving UI and workflows to allow users to easily push content on the go, enhancing productivity and encouraging real-time content management. This redesign improved user engagement and demonstrated the CMS's adaptability across devices.

### Thinkstack Website & UX Optimization

Sitemap   Content Strategy   Web Design

- **Thinkstack Website Design:** Led the end-to-end redesign of the company website to modernize its visual identity and improve usability. Focused on creating cleaner layouts, clear information hierarchy, and consistent branding to provide a more engaging and professional experience. Enhanced navigation and responsiveness to ensure seamless access across devices, strengthening user trust and improving overall site engagement.
- **Design System Development:** Contributed to building a scalable design system to ensure consistency across products and platforms. Focused on defining typography, color tokens, and reusable UI components that aligned with brand guidelines. This system streamlined collaboration between designers and developers, reduced design debt, and accelerated the delivery of new features while maintaining a cohesive user experience.