

## Profile

Currently learning German to become fluent. I specialize in rapid prototyping and building production-ready React applications. I combine UX/UI design principles with hands-on implementation, leveraging modern component libraries to create enterprise-grade reference implementations. I excel at translating design systems into functional code, building scalable UI architectures, and collaborating with cross-functional teams to deliver complete digital experiences from concept to deployment.

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## Skills

### DEVELOPMENT

- React & React Hooks
- Component Architecture
- HTML5 / CSS3 / JavaScript
- Tailwind CSS
- Shadcn/ui Component Library
- Responsive Web Design
- Git Version Control
- API Integration

### DESIGN & PROTOTYPING

- Figma to React Workflow
- Design Systems
- Wireframing & Prototyping
- User Research
- UI/UX Best Practices
- Accessibility (WCAG)
- Information Architecture

### REACT FRONT END UI

- [Event Operations Automation](#)
- [Conversational Travel Planning](#)
- [Lead Sequence Orchestration](#)

### TOOLS & PLATFORMS

- Figma
- Sketch
- Zeplin, Storybook
- Jira, Trello, Asana
- Tableau, Analytics
- CRM Platforms
- WordPress, CMS

## Work Experience

### Co-founder

Rising Tide Berlin, Berlin, Germany

Dec 2023 - Present

- Designed and built a responsive website with modern UI/UX
- Implemented design system and component library for seamless brand experience across digital touchpoints
- Building local brand partnerships for sustainability in fashion and events

### Fractional Director UX Design

Startup (NDA Client), Remote - Contract

May 2024

- Architected and delivered 30-page Figma design system using Shadcn/ui
- Translated design system into production-ready components with custom glassmorphic UI patterns
- Delivered a tokenized design system for a complex SaaS desktop application with modern component architecture

### Marketing Developer / Campaign Strategist Chef Works, Inc.

Chef Works, Poway, California, USA

Oct 2018 - Jan 2024

- Built HTML/CSS email templates and landing pages, increasing click rates from 9% to 45% and generating \$150K+ annual sales growth
- Developed data visualization dashboards using Tableau for campaign performance tracking
- Designed and implemented a gamified dashboard UI, increasing S&R team productivity by 25%
- Created customer journey mapping and persona development frameworks across 4 revenue streams
- Implemented GDPR-compliant data segmentation systems for email marketing automation

### UX/UI Designer & Prototyper

Volt 480, Remote - Contract

Sept 2018 - Sept 2018

- Delivered working interactive prototype within 2 weeks for tradeshow presentation, securing next-phase funding
- Built a responsive, clickable prototype demonstrating core workflows

## Certifications

### Zertifikat B1

g.a.s.t.,  
Berlin, DE  
2025

### Deutsch B1.2

vhs Pankow,  
Berlin, DE  
2025

### UX/UI Design

General Assembly,  
San Francisco, CA, USA  
2016

### Gamification Design

Octalysis Group,  
San Jose, CA, USA  
2017

### Lean Six Sigma - Green Belt

Lean Wright, Inc  
Poway, California, USA  
2019

## Languages

### English

Native

### Urdu

Native

### Hindi

Conversational

### German

B2.2, currently learning

## Education

### Bachelor of Fine Arts

Digital Media Art  
SJSU, San Jose, CA, USA  
2005

### A.A. Liberal Arts

De Anza College, Cupertino, CA, USA  
1999

### Marketing Project Manager

Epik Token, *Remote - Freelance*

*Nov 2017 - Oct 2018*

- Designed and built product website and whitepaper materials for blockchain startup launch
- Developed presentation materials and tradeshow assets, contributing to a \$2M investment raise
- Created responsive landing pages and marketing collateral

### Product Designer

Vinder, *Remote - Freelance*

*Sep 2017 - May 2018*

- Led Agile design sprints and implemented design-to-development handoff workflows
- Built a complete design system with reusable components for Android and iOS applications
- Created production-ready specifications, wireframes, and interactive prototypes

### Technical Project Manager/ Designer

Virtual Fantasy League, *Remote - Freelance*

*Nov 2016 - Sept 2017*

- Established design and development SOPs for streamlined product delivery
- Managed cross-functional teams to deliver a complete product in 9 months
- Provided technical direction and design specifications to the development team

### User Experience Architect

Tandon Group, *San Jose, California, USA*

*Jan 2016 - Oct 2016*

- Redesigned and built B2B medical services website, securing 3 major contracts
- Designed and developed RFID technology website, leading to \$250,000 in sales
- Rebuilt jewelry retail site with improved UX/UI and conversion optimization
- Managed WordPress development, SEO implementation, and email campaign integration

### iOS App Review/ UX Designer

Apple, *Cupertino, California, USA*

*Sep 2010 - Jan 2016*

- Designed and collaborated with developers on a gamified productivity app, increasing team efficiency by 25%
- Developed app review workflow policies and best practices documentation, and influenced process workflow improvements
- Reviewed 100,000+ apps annually with a focus on UX quality standards
- Managed developer appeals and provided technical UX feedback