

## Profile

Currently learning German to become fluent. I prioritize understanding user needs and crafting solutions that balance functionality, accessibility, and aesthetic appeal. My work reflects a commitment to creating seamless and meaningful experiences, ensuring design decisions are grounded in research and aligned with business goals.

I excel at understanding complex systems and diverse user needs, and collaborating cross-functionally with engineering and product teams while managing multi-level projects.

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## Skills

### PROFESSIONAL

- User Journey Mapping
- Wireframe & Prototyping
- User Research
- Persona Development
- Information Architecture
- Process Improvement
- Usability Testing
- Agile Methodologies
- Project Management
- Cross-Functional Leadership

### TECHNICAL

- Sketch, Figma
- HTML / CSS
- Zeplin
- Photoshop/ Canva
- Tableau
- Dotdigital/ mapp Email CRM
- Jira, Trello, Asana, Workforce
- CRM Strategic Implementation
- Adaptability to Tools and Tech

## Certifications

### Zertifikat B1

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

### Deutsch B1.2

vhs Pankow,  
Berlin, DE  
2025

## Work Experience

### Co-founder

Rising Tide Berlin, Berlin, Germany

Dec 2023 - Present

- Developed brand, website, and launch strategy
- Collaborated with Frank Peralta Clothing to design a line of upcycled accessories, clothing, and interior products made out of waste upholstery leather from the automotive industry

### Fractional Director UX Design

Startup (NDA Client), Remote - Contract

May 2024

- Crafted a 30-page UX and UI blueprint using ShadCN components in Figma for a SaaS Desktop App
- Delivered custom glass-morphic neon UI in Figma

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

Chef Works, Poway, California, USA

Oct 2018 - Jan 2024

- Led segmented email marketing campaigns, increasing click rates from 9% to 45% and generating \$150K+ annual sales growth
- Utilized data-driven segmentation to ensure compliance with GDPR and customer trust standards in all campaigns
- Designed customer-centric communication strategies, growing blog revenue by over 600%.
- Researched and developed Customer/ Service BluePrint, Persona development, and Journey Mapping through 4 different revenue sources, leading to higher customer satisfaction and executive buy-in for data-driven marketing automation
- Designed a gamified dashboard for Shipping & Receiving, increasing productivity by 25%

### UX/UI Designer

Volt 480, Remote - Contract

Sept 2018 - Sept 2018

- Delivered a working prototype within 2 weeks for a tradeshow that brought in funding for the next phase of the startup

## UX/UI Design

General Assembly,  
San Francisco, CA  
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

### 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*

- Applied in-process improvements and optimized work systems to produce product, website, and whitepaper for launch
- Worked with the executive team and provided all materials for tradeshow to help build new relationships,, leading to investments of \$2 million in Ethereum.

## Product Designer

Vinder, *Remote - Freelance*

*Sep 2017 - May 2018*

- Led Agile design sprints and drove UX research and design initiatives
- Produced hand-off-ready design system, sketches, wireframes, and prototypes, leading to successful launches on Android and iOS stores

## Technical Project Manager/ Designer

Virtual Fantasy League, *Remote - Freelance*

*Nov 2016 - Sept 2017*

- Built SOP and onboarded design and development for faster delivery
- Managed C Level relationships and provided feedback and direction to design and development, leading to a ready product in 9 months

## User Experience Architect

Tandon Group, *San Jose, California, USA*

*Jan 2016 - Oct 2016*

- Completely redesigned a website selling B2B services for hospitals and medical providers within 4 months, securing 3 contracts
- Designed and built an RFID Technology website within 5 months, leading to a \$250,000 sale
- Redesigned a Jewelry retail site, improving UX and UI within 1 month
- Managed WordPress development, SEO, IT, and email campaign strategy with in-house marketing and offshore development teams

## iOS App Review/ UX Designer

Apple, *Cupertino, California, USA*

*Sep 2010 - Jan 2016*

- Researched, designed, and worked closely with the developer on UX and UI Design to build the first gamified group leaderboard and management tool, boosting group productivity by 25%
- Crafted app review workflow policies and best practices, coached developers for successful App Review passage, while processing 100,000 + apps every year
- Managed developer appeals processes as part of the review board
- Influenced process workflow improvements

## Store Manager

Apple, *San Jose, California, USA*

*Nov 2002 - Oct 2006*

- Managed 150 employees at two different Apple retail stores, driving record-breaking sales every year, always placing in the top 3 stores
- Spearheaded early customer experiences for Apple Retail Stores
- Tested, improved, and implemented in-store planograms.