

Haroon Hamid

Digital Product Designer | He/Him

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Professional Summary

Innovative and results-driven Digital Product Designer with over 9 years of experience in UX/UI design and graphic design. Proven expertise in creating user-centric, visually compelling digital experiences across eCommerce, B2B-B2C, recruitment, advertising, and healthcare industries. Adept at combining creative vision with data-driven insights to deliver solutions that exceed business objectives and enhance user satisfaction.

Work Experience

Product Designer at [Laam Technologies](#)

Apr 2022 – Present (Remote | Lahore, Pakistan)

- Revamped the company's website, achieving international recognition for its modern design.
- Enhanced user experience by implementing optimized features, resulting in a 40% increase in conversion rates.
- Designed a user-friendly mobile application for seamless shopping, improving customer engagement and retention.
- Collaborated with cross-functional teams to align design strategies with business goals.

Senior UX/UI Designer at [CureMD](#)

Apr 2020 – Apr 2022 (Lahore, Pakistan)

- Led the redesign of CureMD's website, significantly improving its usability and aesthetic appeal.
- Conceptualized and developed *NovelHealth.ai*, enabling online doctor appointments during the COVID-19 lockdown, achieving 1K+ users and generating \$1.5M in revenue within months of launch.
- Designed *Avalon*, a platform streamlining medical practices by synchronizing with CureMD EMR, improving operational efficiency.

Senior Graphic Designer at [BBDO Pakistan](#)

Aug 2017 – Mar 2020 (Lahore, Pakistan)

- Directed and executed high-impact campaigns for top-tier clients, including PepsiCo (7Up, Mountain Dew, Sting, Mirinda, Gatorade), Bata, Hush Puppies, Kashmir Oil, and PakWheels.
- Delivered innovative branding solutions through close collaboration with creative teams.
- Received multiple recognitions for exceptional campaign performance and client satisfaction.

Graphic Designer at [Rozee](#)

May 2016 – Jul 2017 (Lahore, Pakistan)

- Spearheaded diverse design projects, including billboards, stationery, and website designs, in collaboration with developers.
- Served as lead designer for *AGAYBARHO* magazine, overseeing all aspects of design and team coordination.
- Introduced innovative design practices, improving brand visibility and market presence.

Interactive Designer at Shopistan

Sep 2015 – Apr 2016 (Lahore, Pakistan)

- Created user-centric interface designs, ensuring intuitive navigation and functionality.
 - Partnered with cross-disciplinary teams to enhance overall user experience.
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Education

Bachelor of Arts

Curtin University | 2012 – 2015 (Australia)

Foundation in Design

Limkokwing University | 2011 – 2012 (Malaysia)

'O' & 'A' Levels

Pakistan School Muscat | 2009 – 2011 (Oman)

Skills

Software:

Figma, Framer, Spline 3D, Photoshop, Illustrator, InDesign, Adobe XD, Sketch

UX Design:

User Experience (UX), User Interface (UI), UX Research, Storytelling, Web Design, Wireframing, User Interviews, Responsive Design, Usability Testing, Personas, Design Systems, Prototyping, Agile Methodologies, Stakeholder Management

Others:

Social Media, Advertising, Branding, Photography, Packaging, Photo Manipulation

Languages:

English (Fluent), Urdu/Hindi (Native), Arabic (Basic)

Achievements

- Increased Laam.pk's conversion rate by 40% through strategic UX enhancements.
 - Designed *NovelHealth.ai*, generating \$1.5M in revenue during its initial launch phase.
 - Delivered award-winning campaigns for global and local brands, elevating brand visibility and market share.
 - Developed seamless user experiences for platforms integrating with complex EMR systems.
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Additional Information

Nationality: Pakistani

Date of Birth: 08/09/1989