

# 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.

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## 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)

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## **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)

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## **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