

WORK EXPERIENCE

Product Designer at SABAQ (Contract) • Karachi, Pakistan Aug 2019 – Present

Ed-tech startup building educational applications for use at home & in the classroom

- **Led a team of 3 designers** coordinating and launching multiple UX, UI & illustration projects & creating design systems for existing products
- Analyzed usage data to identify potential improvements, and used that to inform a redesign of the flagship MUSE application resulting in a statistically significant **increase** in **conversion, retention & time-spent metrics**
- Conducted design research and created wireframes, high-fidelity mocks, and prototypes for a new application section for kindergarteners

Product Designer at Paitoo (Contract) • Lahore, Pakistan Sep 2019 – Jan 2020

Food-discovery platform

- Led design research & user testing to redesign core product via wireframes, mocks, prototypes & design systems

Product Designer at Sharebite (Contract) • New York, USA Dec 2018 – Feb 2019

Mission-driven food ordering platform for businesses

- Redesigned UI for the core product, and **programmed it in Angular**

Product Design Intern at Lightup • San Mateo, USA Oct 2017 – Mar 2018

Ed-tech startup making augmented reality based mobile games for learning

- Designed and developed a prototype and conducted user testing sessions for an augmented-reality game

ADDITIONAL EXPERIENCE

Software Engineer at Earnin • Palo Alto, USA Dec 2018 – Mar 2020

Fin-tech startup allowing users to draw small amounts of their paycheck before payday

- Worked on the growth & risk teams, designing & launching experiments and features for **100k+** users
- v Analyzed data to inform experiments and deduce their success
- Led design and development of an internal bank system from scratch for product testing across the company

Product Manager, Software Engineer, Intern at Patari • Lahore, Pakistan May 2015 – Aug 2017

Pakistan's premiere music streaming service

- Launched marketing efforts, created video content, liasoned with artists and led curation of music
- Led standups, sprint planning & code reviews for a team of **3 developers**
- Mentored interns, designing projects boosting website loading time by **9x**, and analytics queries by **99%**.
- Developed across the stack **building user-facing features** including subscriptions, recommendations and search

Teaching Assistant Sep 2015 – Aug 2018

CS 193C – Client-Side Internet Technologies at **Stanford University**

CS 493 – Technology & Entrepreneurship, and CS 340 – Databases at **LUMS**

EDUCATION

Stanford University *MA Learning, Design & Technology* | GPA: 3.65 Aug 2017 - Aug 2018

Selected Coursework: HCI Research, HCI Design Studio, UI Design Project, Visual Design Fundamentals, Cognition in Interaction Design, Design Sketching, PM Fundamentals, Data Analysis & Interpretation, Technology for learners

Lahore University of Management Sciences *B.Sc Computer Science* Aug 2012 - May 2016

PROJECTS

Basheer *React, Phaser, Sketch*

Led a team of 4 designers and engineers to create a smartphone game that teaches computational thinking to novice technology users. Results showed a significant increase in usability when compared with existing solutions.

Visualization of High Dimensional Data in VR

React, Phaser, Sketch

Designed & Developed a tool to analyze high dimensional network data in virtual reality. Developed this project further into a visualization tool for network administrators

TECHNICAL SKILLS

Languages/Technologies: JavaScript, Python, HTML, CSS, SQL, AngularJS, Git

Tools: Figma, Sketch, Principle, Flinto, Adobe Premiere