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DESIGN EXPERIENCE

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**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

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EDUCATION

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**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

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PROJECTS

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**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

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OTHER EXPERIENCE - ENGINEERING, PRODUCT & TEACHING

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**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
- 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**

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TECHNICAL SKILLS

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**Languages/Technologies:** JavaScript, Python, HTML, CSS, SQL, AngularJS, Git**Tools:** Figma, Sketch, Principle, Flinto, Adobe Premiere