

# Hamza Mahmood

## Product Designer

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## Education

### **Stony Brook** | MS Technology Management

JAN 2018 - MAY 2019, STONY BROOK, NY

### **LUMS** | BS Computer Science

AUG 2012 - JUL 2016, LAHORE, PK

## Work Experience

### **Surkhi** | Product Designer Lead & UI Developer

APR 2018 - Current

- Led the design and engineering org to implement a fact-checking tool to enable detection and flaring of fake news in Pakistan and India.
- In charge of the UI and user experience of the web application. Employed design thinking and agile principles to bootstrap the project.
- Assessed user requirements to help create the roadmap of the web application and setting performance metrics.
- Responsible for designing data-driven content for their Instagram page, garnering 500 unique views daily.

### **IMSI Design** | Front-End Visual Designer

JUN 2017 - JAN 2018

- Took ownership of the company's website from design to launch as they going through a realignment phase.
- Prototyped the UI of the website, worked on delivering a seamless checkout and payment process.
- Worked with the CEO to carry out product refinement of the older website by adding new content and ads.
- Carried out weekly training sessions for teams who wanted to learn latest digital tools and web technologies.

### **Netsol Technologies** | UI Developer

SEP 2016 - MAY 2017

- Part of the software team designated to shift the software to version 2.0, utilizing latest Javascript technology.
- Modified the front-end to align with the prototype proposed by the design team.
- Collaborated with the Product team in creating wireframes for the reporting and payments module.
- Designed high impact and visually appealing instructional material for the company's e-learning platform.

## Courses

Human Computer Interaction  
Product Development  
Multimedia Design  
Software Engineering  
Technology Entrepreneurship  
Data Structures & Algorithms

## Projects

### **Amazon Mobile App Redesign**

Designed a high fidelity, intractable prototype of the amazon mobile app through data gathered from a usability study initiated on-campus. Validation testing was iteratively performed to achieve optimal accessibility.

### **FauriCart: A 'food delivery' app**

Proposed a design of a food and grocery delivery app that gave leverage to students through subsidized prices on product items and ability to both receive and deliver items. Created a concept prototype to test usability of the idea.

### **Mnemorizer: Vocabulary learning app**

Implemented the design of an android based vocabulary learning app, enabling quicker memorization of complex words by using mnemonics, integrated with Google's language translation kit. (Selected for GROUP ACM 2018)

## Skills

### PROCESSES

Prototyping	Interaction Design
Wireframes	User Research
UI Design	Usability Testing
Personas	Quantitative Research
Storyboards	Data Analytics

### LANGUAGES & TOOLS

React JS	Proto.io
HTML5	Adobe Creative Suite
SCSS	Figma
Javascript	MongoDB
Python	GraphQL