

HUSSAINA W.

Impact-driven product designer with 6 years of experience designing creative solutions for emerging technology. Co-founder of 2 startups. Interested in AI, product-led growth and, innovating on 0-1 products.

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Toronto, Canada

ACHIEVEMENTS

Past - Featured 'Best product of the week' on Product Hunt for an AI-product built in <30 days

Current - Designing experiences for beta product at an AI-studio

SKILLS

Wireframing, Interactive Prototyping

Continuous Discovery

Testing & Research: Concept, A/B, Usability

User Interface, Visual Design

Design Sprint, Product-led growth strategy

INTERACTIVE PROTOTYPING

Figma

Framer

Affinity Designer

Unreal Engine4

Unity3D

DEVELOPMENT

C# Scripting for Unity3D

HTML,CSS and JavaScript

SQL for Tableau, Python for Analytics

SOFTWARE DEVELOPMENT KIT

OpenAI API

Vuforia, ARKit

PUBLICATIONS

Inclusive Design through Serendipity
[Medium.com](#)

EDUCATION

Master of Digital Media
Simon Fraser University, Canada

Bachelor of Technology
University of Pune, India

PROFESSIONAL EXPERIENCE

Toptal LLC | Sr. Product Growth Designer

NOV 2022 - PRESENT | REMOTE

- Delivered end-to-end designs for 3 customer-facing signup journeys, increasing visitor to lead ratio by 1.5x
- Led 2 research studies, deriving qualitative insights to improve conversion rate and time to activation

Unbounce Marketing Solutions Inc. | Product-Led Growth Designer

DEC 2020 - AUG 2022 | CANADA

- Led design for Product Hunt's product of the week, 'Smart Ads', supporting a new business category
- Increased new-trial-starts conversions by 20% by leading the growth experiment 'Try Before You Buy'
- Defined strategy for AI-powered freemium tools' suite, prototyping and testing 2 tools per month

LlamaZOO Interactive | Product Designer

APRIL 2019 - NOV 2021 | CANADA

- Reused VR digital-twin to create 3 unique, client-specific modules, enhancing the wider design system
- Converted core user flows from mockups to Unity3D visual scripts, establishing a cohesive user journey
- Designed and executed a scalable, in-app, training module, saving clients up to 50% in training costs

Centre for Interactive Research on Sustainability | Sr. Game Designer & Developer

SEPT 2018 - APRIL 2019 | CANADA

- Improved in-game user engagement by 30% by conducting and applying insights from rapid prototyping
- Created product strategy for AR/VR use cases, resulting in streamlined stakeholder communication
- Prototyped testable game mechanics in Unity3D using C#, resulting in quicker project delivery time
- Mentored 2 interns, improving their design and prototyping skills

Coditas Technologies Pvt. Ltd. | User Experience & Interface Designer

JAN 2016 - MAY 2017 | INDIA

- Designed motion graphics using Adobe's After Effects, for Fortune 100 companies
- Designed and launched 4 mobile (iOS and Android) applications for B2C clients
- Raised \$15M for Zee Studios by designing a proof of concept for mobile game application
- Mentored 2 new designers on heuristics and visual design fundamentals

Sakal Media Pvt. Ltd. | Journalist & Feature Writer

JUNE 2015 - DEC 2015 | INDIA

- Conducted field research to scout community stories, bringing articles from draft to publish
- Conducted 2 interviews for 2 feature stories per day
- Designed layout and graphical interface for 'Sakaal Times', the weekly supplement

ENTREPRENEURSHIP

Rolepl.ai | Interaction Direction

FEB 2023 - PRESENT | CANADA

- Led 4 research studies to validate product-market-fit, and evolving user needs

WeRVR Studio | Lead Experience Designer & Co-founder

AUG 2018 - DEC 2018 | CANADA

- Built the product roadmap, by facilitating stakeholder brainstorms and sprint planning
- Implemented Bull's Eye prioritization framework to drive product strategy and support team cohesion
- Designed seamless, testable interactions in VR, improving usability

ZaZoo & The Fugees | Lead Interaction Designer & Co-founder

NOV 2017 - MAY 2018 | CANADA

- Achieved product-market-fit by testing multiple prototypes with 4-7 year old users every sprint
- Designed interactions using ARKit SDK directly, to release testable prototypes faster
- Successfully pitched a prototype to investors, raising \$10M in funding for the project