

# Sameer F.

PRODUCT + VISUAL DESIGNER

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Award Winning Product Designer with half a decade [5 yrs.] of experience. Sameer has been practicing the art of design **since 2020**, he has mentored 20+ students with **Figma Bootcamps**. His Software degree and specialization in Human Computer Interaction helps him understand the **pain of developers**. His empathy towards **tech** teams combined with his experience makes him the perfect professional to bridge the gap between **Product — & — Development**.

## EXPERIENCE

### Product Designer · **Blink Global**

Mar 2024 - Present

- Designed tailored, end-to-end interfaces for high-profile celebrities and built 35+ reusable components for the Headless Design System Library.
- Managed design tokens for 3+ Blink App brands and maintained the central "Source of Truth" design file.
- Led 6 design sprints and conducted 5+ usability tests, using user interviews to launch 15+ new features.

### Sr. UI/UX Designer · **Falcon IT**

May 2023 - Feb 2024

- Designed 20+ Applications, starting from User Research all the way to Design Improvements.
- Created visually stunning, functional pitch decks for one of the clients, resulting in \$200M+ in investor seedings.
- Improved conversion rates by 15% across digital touchpoints, as tracked by client feedback and analytics, by conducting user research and iterating on AI-driven dashboard designs for real-time call insights.
- Reduced design iteration time by 30%, as evidenced by faster sprint cycles, by implementing a headless design system with 35+ reusable components.

### Creative Designer · **Hi © Designs**

Mar 2021 - Apr 2022

- Planned and executed 15+ impactful campaigns, driving awareness and participation in society events and activities.
- Successfully boosted user engagement on social media by an impressive 200%, implementing innovative tactics to reach a broader audience.

## PROJECTS

### Mobile App - Design & Research · **SXSW London**

Jan 2025

- Successfully supported the launch of Blink at SXSW London, powering over \$2.1 million in pass sales. Introduced an entirely new product, Blink Shop, optimizing and reiterating along the way.

### App UI/UX Design · **Honda KSA**

Apr 2023

- Led end-to-end design of a car buying app promoting tree planting to combat climate change, delivering a visually appealing and user-friendly product following Google's Material theming.

### App UI/UX Design · **Oku Trade**

Jan 2021

- Contributed to product design for Oku Trade, a non-custodial DeFi meta-aggregator, Designed intuitive user flows for market/limit order creation, bridging, and portfolio management, prioritizing clarity for both DeFi-savvy and first-time users.

## SKILLS

UI/UX Design  
Prototyping  
User Research  
Visual Design  
Typography  
Branding  
Art Direction  
Marketing

## TOOLS

Figma  
FigJam  
Adobe Suite  
Framer  
Spline  
Notion  
Jira  
ChatGPT

## EDUCATION

### CUI Lahore

Jan 2021

BS Software Engineering

### Coursera

Mar 2023

Google's UX Design - Career Certification

## ACHIEVEMENTS

### UX Challenge 2022

Winner of UIUX Challenge from all over Pakistan, organized by Mindstorm.

### Figma Mentor

Spear headedly mentored 20+ Designers on a 6 weeks Figma Bootcamp.

### Project EVO

Developed a design system that unified the brand across multiple platforms, improving design consistency.

### Google's Data Eng.

Managed the campaign and event branding for Shafiq's event resulting to a houseful.