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[PORTFOLIO](#)

Work Experience

PosterMyWall

PRODUCT DESIGNER - OCT 2023 - PRESENT

- Increased the usage of Social Media Posting by 25% through designing the Social Media Analytics user flow.
- Identified usability issues in Designer's Profile through heuristic evaluation and hotjar videos, then designed an intuitive, user-friendly interface, achieving a 40% increase in user efficiency and a significant enhancement in system usability.
- Advocated for the application of strategic design principles to formulate product strategies in alignment with company objectives, thus delineating precise OKRs that mirror and bolster overarching organizational goals.
- Enhanced team efficiency through the development of a comprehensive design system.

Arbisoft

PRODUCT DESIGNER - MAY 2023 - SEP 2023

- Increased User Engagement 30% and Acquisition by 12% by revamping the Course checkout flow.
- Built impact through design, by conducting Audits and Pitching Gaps within the product.
- Led the designs for ALW Enterprise and collaborated with PMs to ship features.

VentureDive

UX DESIGNER - NOV 2021 - APR 2023

- Reduced Navigation-related queries by 50% by revamping the Information Architecture and Navigation Design for Venturedive's website.
- Built scalable design system from scratch with a robust framework of design tokens with potential to reduce front-end development time by 80%
- Conducted UX research, understood client requirements, and analysed existing system to propose design solutions.
- Designed wireframes and prepared high-fidelity prototype mockups for multiple applications and platforms.

Education

Bahria University

2017 - 2021

Bachelor of Science in Computer Science

Rector's Honour list Award

IBM - Enterprise Design Thinking Co-Creator

May 2022

Skills

Design

Information Architecture, Product Strategy, Interaction Design, User Research, Usability Testing, Wireframes, Task flows, Journey Mapping, Affinity Diagramming, Competitive Analysis, Heuristic Analysis, Visual Design, Prototyping.

Collaboration

Self-starter, Communicative, Detail-oriented, Team player.

Tools

Sketch, Figma, Adobe Creative Suite, HTML/CSS Proto, Framer, Invision, Principle, Marvel.