

Rimsha Faisal

UX & Product Designer

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Islamabad, Pakistan

EXPERIENCE



UI/UX Designer

AIO 12/2024 - Present Islamabad, Pakistan

All-in-one AI restaurant operations platform

- Co-led AIO's design system, creating standardized components and tokens, defining light and dark color themes, and enabling scalable design through shared libraries and workshops.
- Revamped the Menu Manager dashboard module for complex 7-level menus, defining category, subcategory, item, and modifier flows with bulk actions and rearranging functionality, reducing menu setup time by 40%.
- Designed a comprehensive analytics dashboard delivering 7+ reports (Sales, Inventory, Labor Cost, Overtime, COGS, Break Compliance, Tip Pooling), enabling restaurant owners to track performance through filters, comparative views, and clear data visualizations.
- Created 5+ modern, pre-built section layouts for a restaurant website builder, enabling users to choose layouts while building sites and driving 25% higher adoption.



Product Designer

Payactiv 05/2023 - 12/2024 Islamabad, Pakistan

Earned wage access financial wellness platform

- Designed Anytime Pay feature, a third-party web and mobile portal that streamlined vendor verification and payments, improving payout efficiency by 30%.
- Redesigned the goal-based savings feature for Payactiv's mobile app, which increased savings goals created by 15%.
- Led the revamp of the Payactiv, UKG, and Paycor design systems, standardizing 50+ components into scalable variants and organizing design kits to ensure consistency and faster design-to-engineering handoff.



UI/UX Designer

Horizon Tech 08/2021 - 04/2023 Islamabad, Pakistan

IT solutions provider

- Conducted UX research and designed app flows for intermittent fasting, VPN, and file-sharing mobile apps.
- Designed a cross-platform internal chat application with an admin dashboard, enabling efficient team communication.
- Performed usability testing across these applications, identifying key usability issues and friction points.

EDUCATION



Bachelors in Computer Science

FAST - NUCES

08/2017 - 08/2021 Islamabad, Pakistan

- Dean's Honor List — Fall 2020, Spring 2021 (SGPA: 3.5+)

SKILLS & TOOLS

Skills

Product Design UI/UX Design

UX Research Product Strategy

User Flows Wireframing

Prototyping Interaction Design

Usability Testing UX Writing

Design Systems HTML/CSS

Tools

Figma Framer Adobe Suite

Lovable ChatGPT Miro Notion

COURSES

Google UX Design

Coursera

Human Centered Design: an Introduction

Coursera

LANGUAGES

English Proficient

Urdu Native

DESIGN PROFILES

Bē Behance
[behance.com/rimshafaisal](#)

Instagram
[instagram.com/ux.rimshaa](#)