

Syed Ali Mohsin

Product Manager | Design Head

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SKILLS

Product Management:
Product Strategy, Product Road mapping, Agile Product Development, Sprint Planning, Backlog Management, Feature Prioritization, MVP Development, Product Lifecycle Management, User-Centered Design, Data-Driven Decision Making, Growth Strategy, Go-To-Market Strategy, Stakeholder Management, Cross-Functional Collaboration, Customer Journey Mapping, Market Research, Competitive Analysis, A/B Testing, Experiment Design, User Feedback Analysis, Product Documentation

UX/UI Design & Experience:
UX Design, UI Design, Wireframing, Prototyping, Interaction Design, Design Systems, Accessibility (A11y), Responsive Design, Lean UX, Visual Design, Information Architecture, Design Thinking, Service Design, Adaptive Design, Usability Testing, Human-Centered Design, Motion Design

Tools & Platforms:
Figma, FigJam, Adobe XD, Sketch, Framer, Miro, Jira, Notion, Confluence, Zeplin, Photoshop, Illustrator, After Effects, Spline, Vercel, Wix, Google Analytics, Mixpanel, Firebase, Amplitude, Looker

Languages:
English (Fluent), Urdu (Native), Arabic (Intermediate)

WORK EXPERIENCE

Product Lead March 2024 - Present
Consforc Technologies | Lahore, Pakistan

- Leading end-to-end product strategy and execution for Charmiy, a video-based, AI-integrated social networking platform targeting Gen Z and Millennial users.
- Defined the product roadmap and delivered core features including video profile creation, match goals, and Blink Mode (disappearing chats).
- Launched Charmiy Coins and a Reward Center, introducing gamification that boosted engagement and retention by over 40%.
- Designed tiered subscription models (Lite and Exclusive), integrated promo code workflows, and optimized in-app monetization.
- Collaborated cross-functionally with design, engineering, AI, and growth teams to ensure timely, data-informed feature rollouts.
- Used behavioral analytics and user feedback to improve onboarding, feature adoption, and user lifetime value across global markets.
- Positioned Charmiy as a scalable product for international expansion, with localization strategies for the US, UAE, Europe, and India.

Associate Product Manager | Head of Experience Jan 2023 – Mar 2024
Farmdar | Lahore, Pakistan

- Revamped and Supported the development of CropScan, an AI-powered satellite crop monitoring platform designed for scalable precision agriculture
- Collaborated with cross-functional teams to deliver key features like NDVI visuals, soil moisture insights, and yield estimation
- Conducted field research with farmers and agri-businesses to validate use cases and prioritize

- Managed sprint planning, product documentation, and backlog grooming to streamline agile development workflows
- Played a key role in launching the MVP that secured \$1.3M in seed funding, and later contributed to a \$2.2M second funding round for product scaling and expansion
- Delivered investor demo flows, product metrics, and GTM documentation used in both domestic and international funding presentations
- Helped grow CropScan from prototype to a regionally adopted solution across South Asia, MENA, and emerging global markets

Head of Experience and Design

May 2020 - Jan 2024

Avrioc Technologies | UAE & Pakistan

- From ground up, conceptualized and launched Hyre and Comera, in control of product direction, user research, design of UX/UI, branding, and MVP release — with 100K+ active combined users in Year 1.
- Rebranded and revamped MyWhoosh UX — drove 40% surge in engagement and global brand lift.
- Owned Kitabati's roadmap, sprints, and team ops — delivered MVP in 12 weeks, ahead of target.
- Revived failing product into a high-impact, user-first solution on executive mandate.
- Overhauled Labaiik platform — streamlined UX, aligned goals, boosted retention by 60%.

Creative Manager

2016 - 2020

Prestige Grey | Pakistan & Singapore

- Directed 5 Products branding strategies, improving retention by 15% via A/B testing.
- Optimized campaign UX, raising click-through rates by 12%.
- Mentored 6 designers, elevating output quality by 20%.

ART Director

2015 - 2016

Phantom Marketing | Dubai

- Produced content for Lamborghini, Red Bull, increasing engagement by 20 percent.
- Led 5 campaigns, reducing production costs by 12%.
- Enhanced client feedback scores by 15% through iterative testing.

Senior Visual Designer

2013 - 2015

Khaleej Times | Dubai

- Crafted editorial layouts, print media, boosting readership by 30%.
- Created assets for print, events, aligning with brand standards.
- Earned Employee of the Year 2014.

Freelance Projects

Product Designer

Snoonu | Qatar (Remote)

- Worked with Snoonu's product team to improve UX, redesign mobile flows, and deliver high-fidelity UI aligned with brand and user feedback.

Creative Consultant

Imdaad | Dubai (Onsite)

- Worked with the marketing and branding team to craft creative direction, refine visual communication, and support campaign execution across digital and print.

Art Director

Aster Medical | Dubai (Onsite)

- Directed creative campaigns and managed visual branding across marketing, in-store, and digital channels.

Creative Designer
Red Bull | Abu Dhabi (Onsite)

- Provided creative concepts and visual design support for branded experiences, event activations, and regional marketing campaigns.

EDUCATION

Bachelor of Visual communication Design <i>Karachi School of Arts Karachi, Pakistan</i>	Dec 2010
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Awards & Certificates

Creative Agency of South Asia <i>Prestige Grey</i>	2019
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Adobe certified professional <i>Adobe</i>	2016
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Employee of the year <i>Khaleej Times</i>	2014
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