

# Muhammad Hashir Riaz K.

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[PORTFOLIO](#)

## Work Experience

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### 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

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### Bahria University

#### 2017 - 2021

Bachelor of Science in Computer Science

#### Rector's Honour list Award

### IBM - Enterprise Design

#### Thinking Co-Creator

#### May 2022

## Skills

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### 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, Principel, Marvel.