

**Masna Bin Umeed**

Digital Product Designer  
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## Experience

### Product Designer — Polly

Islamabad (Remote) — Sep '20 - Aug '21

- Designed for native app experiences in Slack, Microsoft Teams and Zoom for 1 Million+ MAU
- Simplified & redesigned the creation UX for Microsoft Teams that led to 35% increase in completion rate
- Redesigned the templates experience in the Slack web-app for enterprise customers

### Product Designer — Mauqa Online

Islamabad — May '19 - Sep '20

- Redesigned the booking flow of the customer app, improving conversion rate by 6x & new signups by 5x
- Automated most of the job operations, reducing required call operators from 9 to just 1
- Launched the worker-side mobile app designed specifically for users with little to no digital literacy

### Product Manager — easyinsurance

Islamabad — Oct '17 - May '19

- Oversaw the development of the eCommerce web-app by managing a small team of developers
- Optimized the conversion rate by 3x within 4 months; insured 1000 people in 1 year with an NPS of 9.5

### Junior UI/UX Designer — connectavo GmbH

Lahore — Aug '16 - Oct '17

- Front-end interface design and User testing for CMMS dashboard

## Expertise

Service design • Interface design • User research • User testing • Wireframing • Prototyping • User interviews  
• Product sprints • Design systems

HTML & CSS • Conversion Rate Optimization • Search Engine Optimization • SQL queries • Brand identity

Sketch • Figma • Adobe XD • Adobe Photoshop • Invision • Webflow • MySQL Workbench • Maze

## Education

### National University of Sciences & Technology (NUST), Islamabad

Bachelors in Mechanical Engineering; 2012- 2016

## Hobbies & Interests

Drawing, sketching, digital illustrations • Outdoors, hiking and reading books in parks • Avid music listener and live music attendee • Following football matches and leagues

Architecture, interior design and minimalism • Climate change, sustainability and animal rights • Urban Design  
• Petting all kinds of animals