

## Experience

Independent Design Consultant	Nov '23 - Present
Design consultant with CodeInterview.io, worked on two sub-products for online coding interviews and screening tests	
↳ Merged both sub-products by introducing a global nav, updating React components and a visual design refresh	
↳ Designed features for multiple teams support, a role-based template library, and AI enabled automatic proctoring	
Lead design efforts for the Agriverse initiative by Pakistan Air Force, PSDP and Ministry of Defence Pakistan	
↳ Cloud-native GIS software, combining Remote Sensing with AI/ML for precision agriculture and interventions	
↳ Organized discovery workshops, delivered designs for Agriverse web app and a low-tech companion app for farmers	
Service design consultant under the UK government's REMIT project to support Pakistan's federal tax authority, FBR	
↳ Redesigned the registration process for IRIS, the Income & Sales tax e-government portal used by millions of citizens	
↳ Validated conceptual designs through wireframing and prototyping, engaging key stakeholders within the government	
Senior Product Designer — Method	New York / Jan '22 - May '23
Global strategic design and engineering consultancy, part by GlobalLogic and Hitachi	
↳ Designed microsite for Verizon customers to purchase Connected Car plans within the MyBMW app	
↳ Streamlined intervention class scheduling for Catapult Learning operators by designing the QuickStart scheduler tool	
↳ Created an experience blueprint for USBank to map the merchant experience for Home Improvement Financing	
↳ Audited and revised website designs for Synchrony Bank to fix accessibility issues and improve overall user experience	
Product Designer — Polly	Remote / Sep '20 - Aug '21
Instant engagement and feedback SaaS app for Slack, Microsoft Teams, and Zoom, having millions of active users	
↳ Simplified and redesigned the creation UX for Microsoft Teams, resulting in a 35% increase in completion rate	
↳ Designed views using Slack's Block Kit for a new in-app Paywall to drive up self-serve revenue by 3x	
↳ Redesigned the templates experience in the Slack web app for enterprise customers	
Product Designer — Mauqa Online	Islamabad / May '19 - Sep '20
Product Manager — EasyInsurance	Islamabad / Oct '17 - May '19
Junior UI/UX Designer — Connectavo GmbH	Lahore / Aug '16 - Oct '17

## Expertise

Competencies	User Experience (UX) design • User Interface (UI) design • Prototyping • Wireframing • Design Systems • User Testing • Service Design • Conceptual Modelling • Discovery Research • Service Blueprinting • User Flows • Information Architecture • Web Accessibility • Product Analytics
Tools and skills	Figma • Sketch • HTML & CSS • Webflow • Maze • Miro • FigJam • Framer • Spline 3D • Adobe Creative Cloud • Conversion Rate Optimization • SEO • SQL queries

## Education

Bachelors in Mechanical Engineering	National University of Sciences & Technology (NUST), Islamabad
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