Experience

Service Designer   —   Adam Smith International — Islamabad   /   Nov '23 - Dec '23

Independent consultant under the UK government's REMIT project to support Pakistan's federal tax authority, FBR
- Redesigned the registration process for IRIS, the Income and Sales tax e-government portal used by 12 million citizens
- Employed a first-principal approach in the discovery phase to document variables and scenarios of the current state
- Explored tax laws, business rationals and best practices as framework to develop conceptual models for the future state
- Validated conceptual designs through wireframing and prototyping, engaging key stakeholders within the government
- Delivered UI design mockups for individual, partnership and company income tax registration

Senior Product Designer   —   Method — New York   /   Jan '22 - May '23

Global strategic design and engineering consultancy, part by GlobalLogic and Hitachi
- Designed a 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
- Contributed to Mavis Tire's in-store experience and e-commerce transformation, aligning digital & physical touchpoints
- 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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