

Experience

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

- Designed a microsite for Verizon customers to purchase Connected Car plans within the MyBMW app
- Designed a scheduler tool to digitize and streamline intervention class scheduling for Catapult Learning operators
- Created an experience blueprint for USBank to map the merchant experience for Home Improvement Financing
- Worked on the digital transformation for the in-store experience and e-commerce website for Mavis Tire
- Audited and revised website designs for Synchrony Bank to fix accessibility issues

Product Designer — Polly — Islamabad (Remote) / Sep '20 - Aug '21

- Designed native app experiences for Slack, Microsoft Teams, and Zoom, reaching over 1 million MAU
- Simplified and redesigned the creation UX for Microsoft Teams, resulting in a 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

Product Manager — EasyInsurance — Islamabad / Oct '17 - May '19

Junior UI/UX Designer — Connectavo GmbH — Lahore / Aug '16 - Oct '17

Expertise

competence Service design • User research • User testing • Wireframing • User interviews • Product sprints • Design systems • Responsive design

skill set Interface design • Prototyping • Service Blueprinting • User Flows • HTML & CSS • Conversion Rate Optimization • SEO • SQL queries • Brand identity

tooling Figma • Sketch • Adobe XD • Photoshop • Invision • Webflow • MySQL Workbench • Maze • Miro • FigJam • Framer • Spline 3D

Hobbies & Interests

Painting & sketching • Urbanism, walkability and mobility • Minimalism • Taking stuff apart • European football leagues • Vinyl collection and live music • Plant care • History • Petting all kinds of animals

Education

Bachelors in Mechanical Engineering; 2012 – 2016

National University of Sciences & Technology (NUST), Islamabad

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