

**Masna Bin Umeed**

Digital Product Designer

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## Experience

### Product Designer – Mauqa Online

Islamabad – May 2019 - Present

- Redesigned the booking flow of the customer app, improving conversion rate by 6x and new signups by 5x
- Automated most of the job operations, reducing required call operators from 9 to 1, saving \$2000+ monthly
- Digitalized onboarding for supply recruitment, reducing the processing time from 1 day to 30 minutes
- Launched the worker-side mobile app designed specifically for users with little to no digital literacy
- Designed a digital payslip to breakdown complex salary structure to be easily understood by workers

### Product Manager – easyinsurance

Islamabad – Oct 2017 - May 2019

- 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 2016 - Oct 2017

- Front-end interface design and User testing for CMMS dashboard
- Development of brand identity for the company and website design in Webflow

## Expertise

Service design • Interface design • User research • User testing • Wire framing • Prototyping • User interviews • Product sprints • Product strategy • 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 • Outdoor lover, 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 • Scientific discoveries and inventions • Petting all kinds of animals