

Experience

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
- Designed a scheduler tool to digitize and streamline scheduling of intervention classes 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

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 Interface (UI) design • Prototyping • Visual Design • Wireframing • Design systems • User testing
User Experience (UX) design • User research • User interviews • Service Blueprinting • User Flows
Information Architecture • Accessible web design • Developer handoffs • Product Analytics

Tools and skills Figma • Sketch • HTML & CSS • Webflow • MySQL Workbench • Maze • Miro • FigJam • Framer •
Spline 3D • Photoshop • Conversion Rate Optimization • SEO • SQL queries

Hobbies & Interests

Painting & sketching • Urbanism, walkability and mobility • Minimalism • Watching football • Vinyl collection and live music • Plant care • World history • Fixing stuff

Education

Bachelors in Mechanical Engineering; 2012 – 2016

National University of Sciences & Technology (NUST), Islamabad

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