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
- 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   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

On-demand domestic help startup; managed the design for the job management portal, customer apps and worker app
- Redesigned customer app booking flow, achieving a 6x increase in conversion rates and a 5x growth in new signups
- Automated backend operations, reducing required call operators from 9 to 1 and streamlining processes
- Digitized supply recruitment onboarding, minimizing processing time from 1 day to 30 minutes
- Launched the worker-side mobile app for users with limited digital literacy, improving accessibility and usability
- Significantly improved the website's mobile experience, resulting in a 3x boost in new sign-ups

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

Education

Bachelors in Mechanical Engineering; 2012 – 2016
National University of Sciences & Technology (NUST), Islamabad

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