



Masna Bin Umeed

Product Designer

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www.masnabinumeed.com

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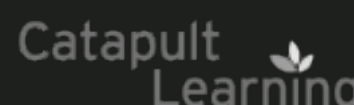
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Work Experience

Adam Smith International

Service Designer Consultant
Islamabad Nov 2023 – Jan 2024

Method

Senior Product Designer
New York Jan 2022 – May 2023

Polly

Product Designer
Remote Sep 2020 – Aug 2021

Mauqa Online

Product Designer
Islamabad May 2019 – Sep 2020

EasyInsurance

Product Manager
Islamabad Sep 2017 – May 2019

Connectavo GmbH

Junior UI/UX Designer
Lahore Aug 2016 – Aug 2017

Introduction

Over 7 years of experience in the tech industry as a Product and Service Designer.


Spent last 2 years working in the US as a consultant on projects with Verizon, USBank, Synchrony Bank, & Catapult Learning.


Experience spans public sector, corporates, defence, consultancies, and startups.

Worked in diverse domains including AgriTech, e-Governance, EdTech, e-Commerce, Banking, Retail, SaaS, InsureTech, and more.

Expertise in UI/UX Design, Wireframing & Prototyping, Design Systems, User Research & Testing, Conceptual Design, and User Flows.

Adam Smith
International

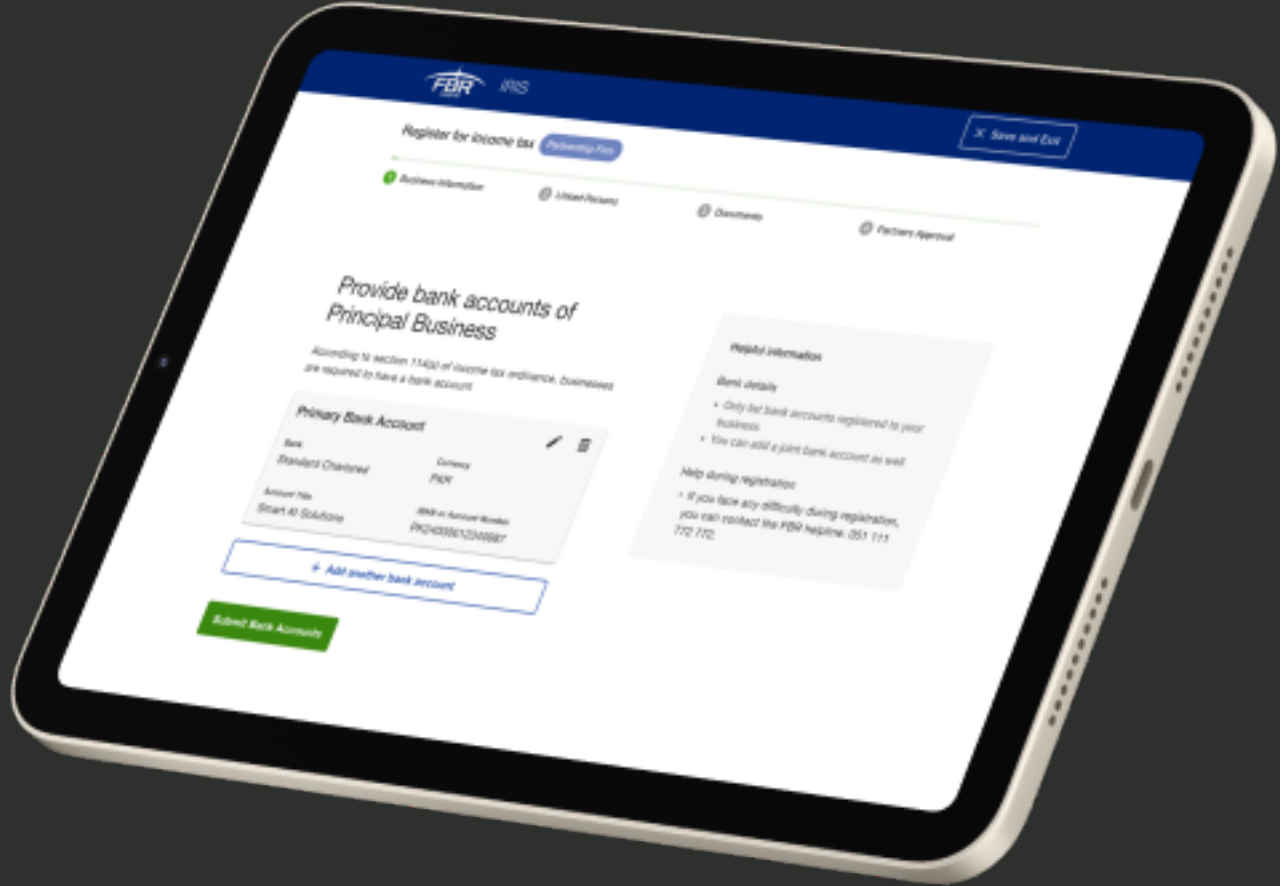




Improving the Tax Registration Experience for better Usability, Simplicity and Legal Compliance

Independent consultant for Pakistan’s federal tax authority, FBR to redesign the registration process for the Income and Sales tax e–government portal, IRIS.

Service Design • Conceptual Modelling • Discovery Research • User Flows • Wireframing • UI design • Prototyping



Introduction

I was hired as an independent consultant by Adam Smith International under the REMIT project by the UK government’s FCDO department.

The engagement was to support Pakistan’s federal tax authority, FBR improve registration process for IRIS, the Income and Sales tax e–government portal used by millions of citizens.

Working in collaboration with the Service Design Lead, tax experts and FBR’s Chief of IT.

Problem Statement

- The current IRIS system was notoriously hard to use. Some key areas were identified:
- 1. Most users relied on tax accountants or practitioner instead of using themselves.
 - 2. Lack of trust with the service as fear of filing taxes incorrectly.
 - 3. Bad information architecture and jargons made understanding the system difficult.
 - 4. Multiple scenarios were broken up into separate forms instead of a unified experience.
 - 5. Not complying with rules set by tax laws.

Design Process

Discovery Research

- Current–state analysis
- Stakeholder interviews
- Mapping tax laws
- Best practices



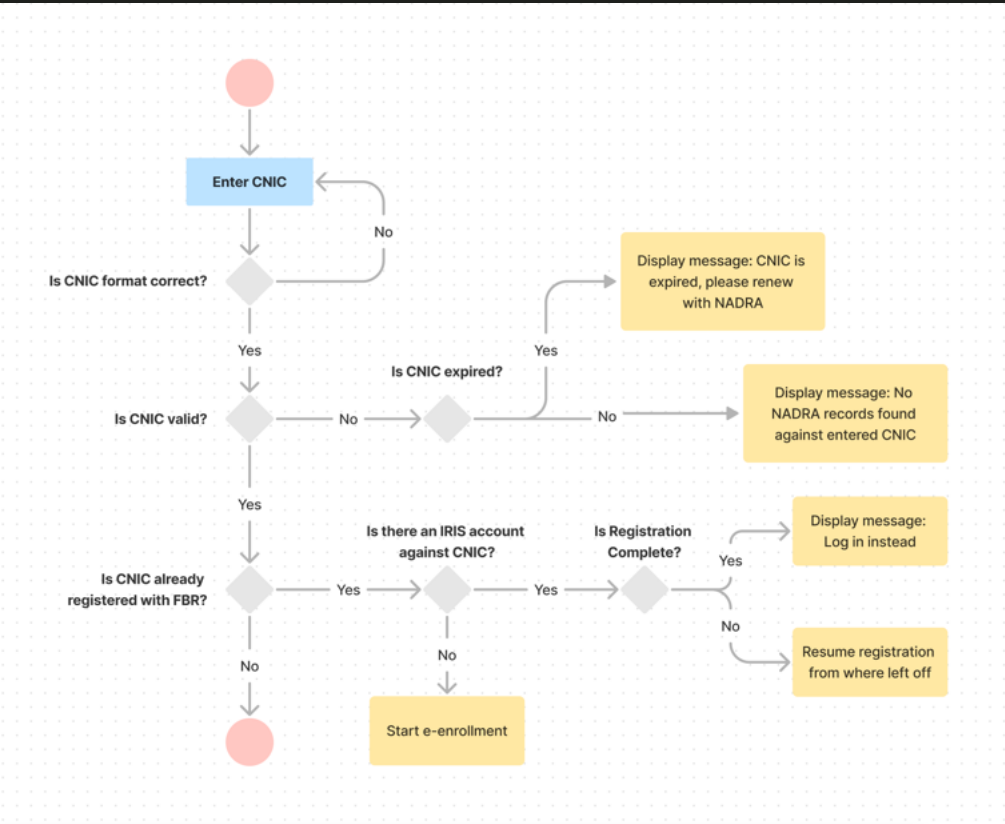
Conceptual Design

- Future–state conceptual model
- Process diagrams
- Wireframes



Detailed Design

- Design System
- UI Designs
- Prototyping
- Reviews and handoffs



Process diagrams

Wireframes

UI Designs

Catapult Learning

FullBloom

METHOD

Centralizing the class scheduling process to offer more context and visibility

Incorporating user interviews, user flows, wireframing, and prototyping to designs a scheduler tool, within a timeframe of six weeks.

UI design • Prototyping • Design handoff • MUI component library • Wireframing • User flows • Discovery workshops

Introduction

Catapult Learning, part of FullBloom, is a K–12 intervention classes provider functional in 41 US states.

The company works with school districts along with public and private schools to identify students with intervention needs and arrange classes in subjects such as Reading, Maths, Communication etc.

Method was brought on to develop a scheduling tool that would help address these problems. I was the design lead to support with user research, create user flows, make wireframes and prototype the final designs.

The caveat was that all the design work was scoped for only 6 weeks by the client.

Problem Statement

The process scheduling an intervention class was manual and disjointed.

In order to create a schedule, an operator (end user) had to:

- Compile schedules of all the schools in a district before each term.
- Extract student and teacher information out of dated softwares.
- Stitch together excel sheets and validate for errors or duplicates.
- Figure out a working schedule manually and socialize that with schools, teachers and students through paper.

Design Process

1. Made user flows from requirements and current understanding of the process.
2. Conducted 6 workshops with operators from 3 school districts of Philadelphia, Milwaukee and New York.
3. Designed wireframes, validated with operators and incorporated their feedback into new iterations.
4. Pivoted from original approach and reprioritized design direction after considering feedback from operators.
5. Designed High Fidelity designs using MUI design system.
6. Worked closely with developers to handoff designs that utilized the corresponding React component library.
7. Presented final designs to the Catapult Learning steering committee to high praise and positive reception.

ID 8902

Simpson, Ashley

School

Grade

Intervention

Priority

Eligibility

District of Milwaukee, period 21/23

Schedules > St. Mary

+ Create Schedule

Staff Schedule

Student Schedule

Daily

06 March, 2023

Search Student

Simpson, Ashley

Harper, Bryce

Nola, Aaron

Rojas, Angel

Cavanaugh, Lucas

Create new group

1. Students

2. Teacher

3. Schedule

View available schedule time

Period 21/22

07:00

07:30

08:00

08:30

09:00

> Apr 2 - Apr 8

Sunday, Apr 2

Monday, Apr 3

Tuesday, Apr 4

Wednesday, Apr 5

Thursday, Apr 6

Friday, Apr 7

Saturday, Apr 8

School off

07:45-08:00

08:00-08:45

08:00-08:45

08:00-08:45

Teacher unavailable

08:00-08:45

School off

< Apr 9 - Apr 15

< Apr 9 - Apr 15

Back

Summary

Students (2)

Simpson, Ashley

Harper, Bryce

Teacher

Jones, Kim

Schedule

Mon / 10:00-11:00 EST

Tue / 10:00-11:00 EST

Wed / 10:00-11:00 EST

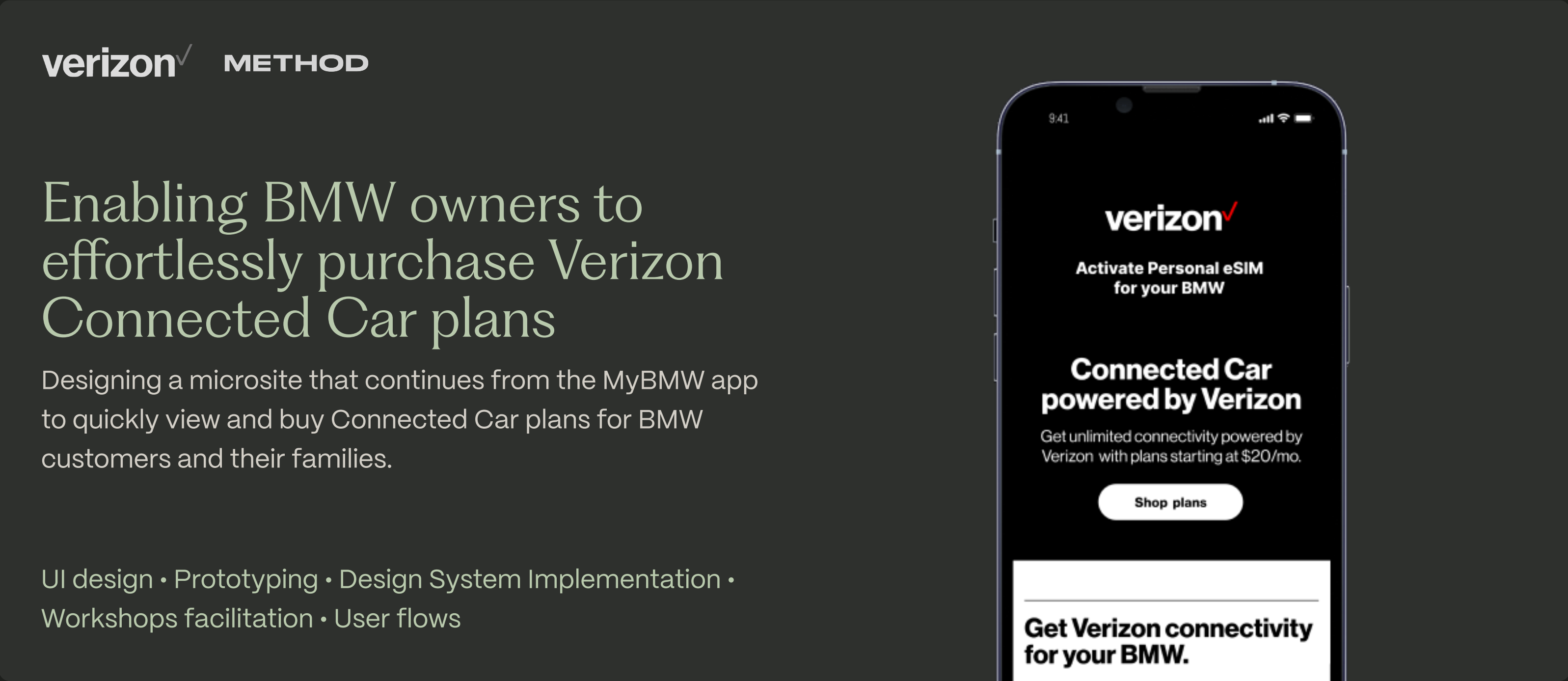
Fri / 10:00-11:00 EST

From Apr 2, till May 28

20 sessions

1.3 FTE

Create Group



Enabling BMW owners to effortlessly purchase Verizon Connected Car plans

Designing a microsite that continues from the MyBMW app to quickly view and buy Connected Car plans for BMW customers and their families.

UI design • Prototyping • Design System Implementation • Workshops facilitation • User flows

Introduction

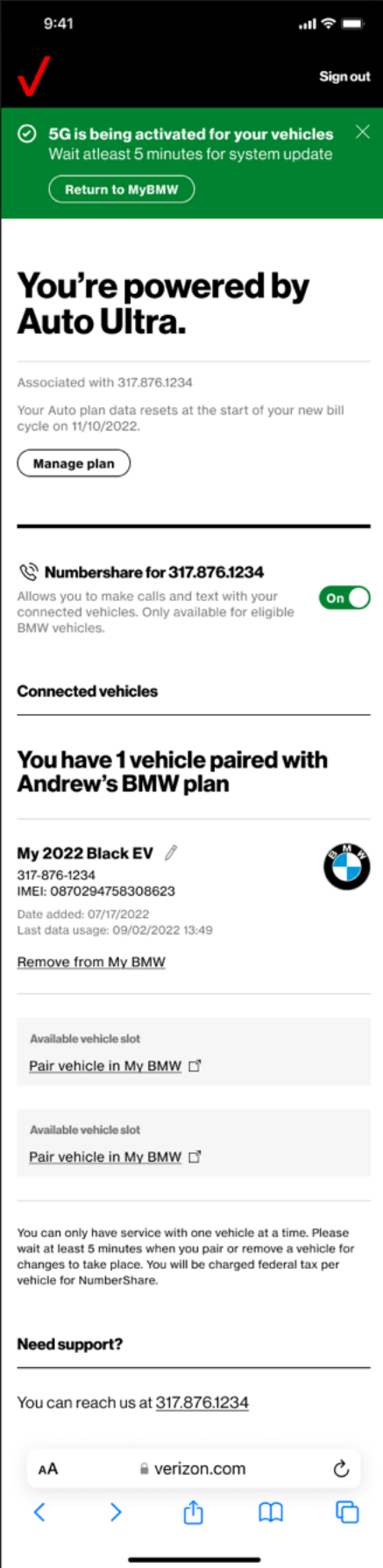
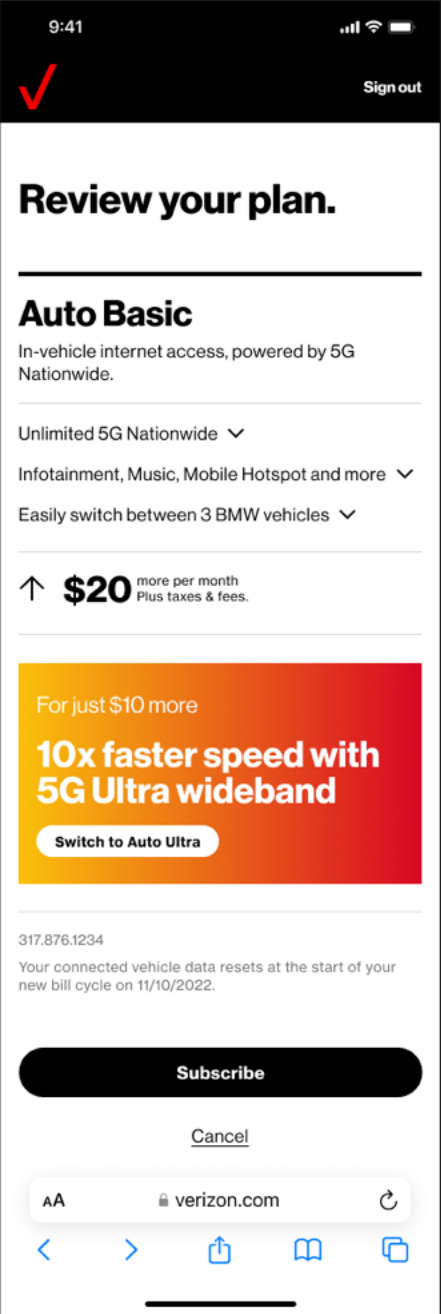
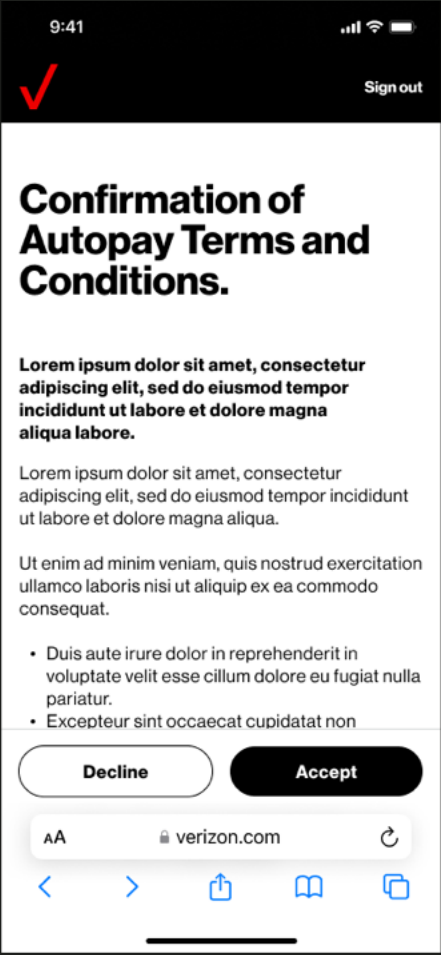
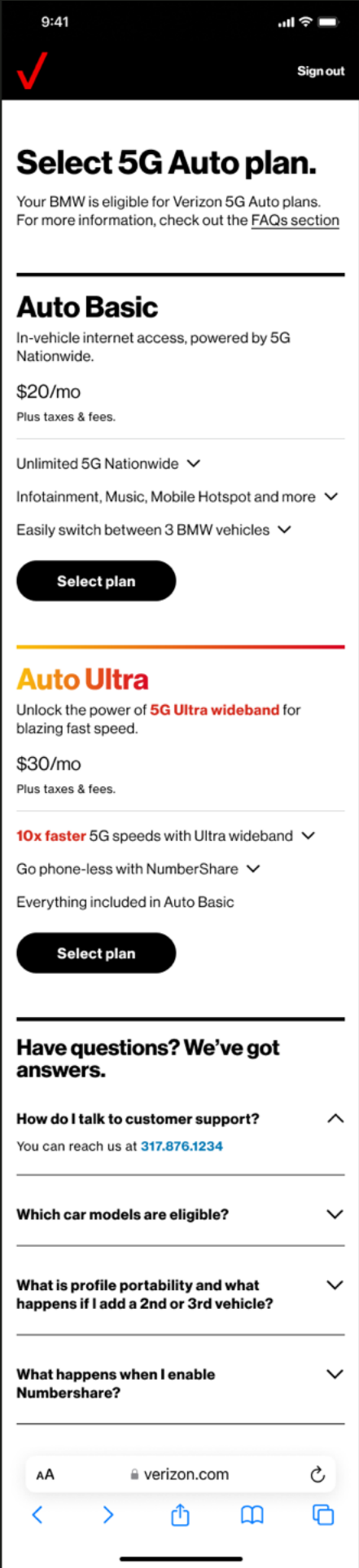
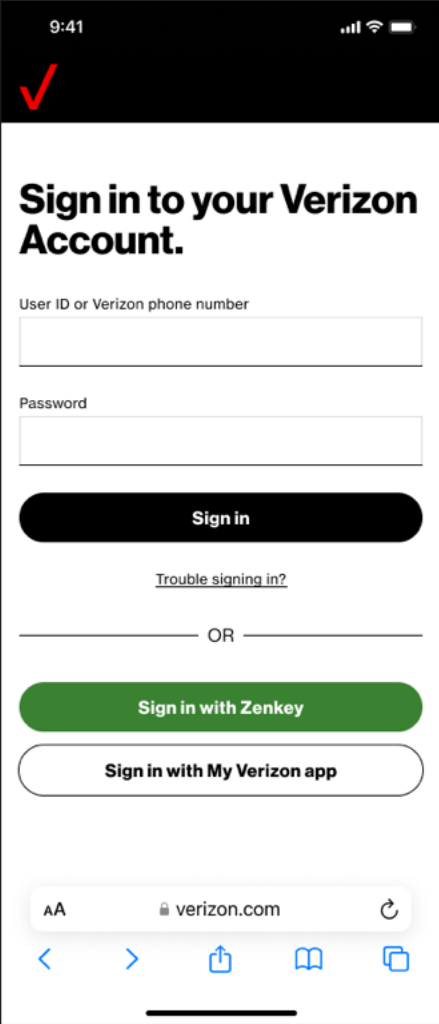
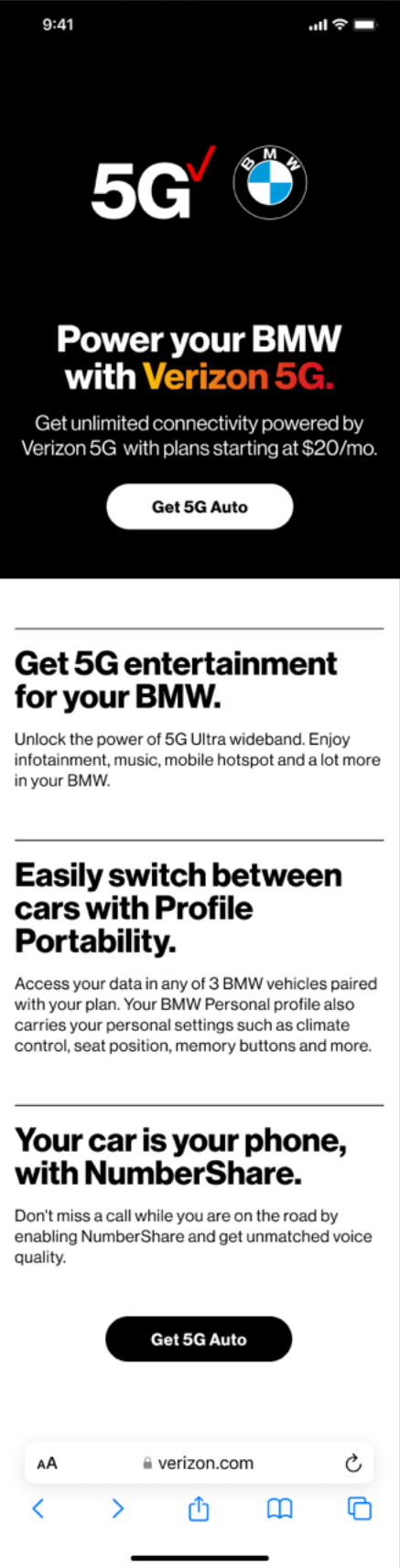
Verizon approached Method to help them design a microsite that allows BMW customers to purchase a Verizon Connected Car plans from the BMW app.

The microsite will open a web experience inside the native BMW app. It as divided into 3 sections for the design stage: Onboarding, Account management and Edge cases.

I worked in a team of 4 along with the Verizon team to deliver designs in 5 weeks.

Design Process

1. Conducted multiple workshops with Verizon to understand the process that they had envisioned and document all relevant scenarios for the microsite.
2. Mapped out user flows to validate our understanding with the client.
3. Adopted Verizon’s design system, branding and guidelines for the microsite’s visual design.
4. Designed final mockups and made them into a clickable prototype to present internally.



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

Testimonials

“Without question, Masna is missed here at Method, but any team that has the opportunity to work with him in the future would be fortunate to experience the positivity and curiosity he brings to everything he does.”

Mike Rogers
Associate Director of Product Design at Method

“He's well organized, quick to learn, and very comfortable wading into complex technical problems.”

James Zerkel
Lead Product Designer at Method

“Any company would be lucky to have him as he has got the full package.”

Omer Kahoot
Software Development Engineer II at Amazon

“In addition to his design skills, he is a talented communicator, who can work with a variety of stakeholders.”

David Teixeira
Associate Director of Program Management at Method



Lets discuss your product challenges

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