

Design Portfolio

By Masna Bin Umeed

I am a Product Designer obsessed with seeing through a project from initial ideation and prototyping to development and evaluation.

Self-taught and a fast learner, I'm always developing skills by doing and making things.

With a rational and research-oriented outlook, I aim to understand complex problems and use design for helping people and teams, not just creating business value.

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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



Organization: Mauqa Online

Position: Product Designer

Duration: May 2019 - Present

Link: www.mauqa.online

About: Mauqa Online is an on-demand service where you can book a domestic worker for part time work. It an early stage startup aiming to provide employment opportunities to traditionally offline blue collar workers by connecting them to customers through a digital platform.

The service has a customer Android and iOS app to book workers. There is a worker side app that allows low-literacy worker to perform jobs, get salary details and more.

A web-based job management tool is used to run operations which includes managing worker's transport, job tracking and scheduling. It is also used for recruitment, maintain records of the workers and customers.

Role: As a member of the Product team, my responsibilities are to understand and solve 'problems' for the three main teams in the company: Demand, Supply, and Operations.

This is achieved by firstly understanding their issues through need finding and data analysis. Once we have our hypotheses, we run experiments of potential solutions through MVPs. Once a solution is validated, we iterate and productize these processes by running bi-weekly agile sprints. We then assist each team in creating systems around these solutions and periodically assess their impact.

Owing to my skillsets, my position is more focused on execution, while giving support during brainstorming and technical feasibility assessment.



Demand team problems

1. The user-flow for making a booking in the customer app was underperforming, leading to a terrible conversion rate.
2. There was no option in the app to book again a previous worker.
3. The only working channels for demand growth were word-of-mouth and paid ads, which were not growing the demand fast enough for the business targets.

Solutions implemented

1. We identified the main design issue with the booking flow was that in case no result matched the user's search criteria, they weren't informed about it till he had filled the whole form. For this problem, I redesigned the booking flow so that the user were asked for 'rigid' requirements first such as their location, followed by 'flexible' requirements such as booking time. I worked with the engineering team to have availability checked earlier in the flow and on each input. This gave the user immediate feedback that for which of their selections there was no worker available, such as selected gender or timing. With this response, they may change their selection in run time, to find an available worker quicker. A prototype of the new flow was tested with existing users and after a few iteration, it was implemented into the app.
2. Once the new booking flow was done, the option to book a previous worker was added on top of that. The previous worker is selected at the start of the flow and only availability of the selected worker is checked. The solution was designed to have minimal development effort and integrated easily with the new booking flow.
3. I identified the company's website as a potential yet under-utilized source for acquiring new users. After building a business case for it, I designed and developed a new website for the company that was more inline with the brand and had a better mobile responsive UX. I also designed a referral section for the customer app that worked seamlessly through a customized invitation link, rather an invitation code.

RESULTS ACHIEVED

Up to 6x increase in the conversion rate of the booking flow

More than 5x increase in new signups per month.

Supply team problems

1. New workers were onboarded manually and added to the management tool in bulk at day end. This made it cumbersome to manage and to set up an onboarding funnel.
2. There was little visibility to the worker about their ratings, earning, penalties, and bonuses. For requesting leaves, time-offs, transport, etc, they had to call the office each time.
3. Difficulty in communicating complex salary structure, involving daily guarantees and hourly rates depending on ratings, to a largely illiterate worker base.

Solutions implemented

1. I worked with the Supply team to map out their whole onboarding process. This process was divided into pitching to a potential worker, office visits and training. An entry form was created in the portal to add new workers, track which acquisition activity brought them in and record drop-offs at each step. A 'Pending status' was added to identify workers currently in the funnel and all the required information to make them 'Active' was now added through the portal. This allowed easier collaboration within the Supply team and to analyze the health of their funnel.
2. A worker side app was proposed to allow workers to view their earning, ratings, requesting transport, punching in time and recording cash received from the customer. The app was designed before I joined the team, and was aimed to be used by a worker with low digital literacy. I worked with the engineering team in developing the app, testing it with our workers and then iterating the design with the feedback. Unfortunately, the uptake of the app was disappointing. Upon interviewing and conducting focus groups, it was deduced that there were too many prerequisites that hindered its adoption, such as basic smartphone usage, an active data connection and an ability to read. The app also suffered from bugs and connection issues, which led to mistrust in the app. Ultimately, workers did not see enough value to purchase a smartphone and a data plan for the app.
3. I designed a payslip that is used by the supply team to convey how a worker's salary was calculated. This was done relying heavily on iconography and numbers, with limited text. It showed daily as well as a monthly breakdown of their salary. The payslip can be accessed through the worker app, sent over Whatsapp or printed out for a worker.

RESULTS ACHIEVED

Reduced the processing time for onboarding from 1 day to 30 mins

Less conflicts over salary, reducing churn in the worker base

Operations team problems

1. Since most of the worker base is illiterate and does not have a smartphone, communication becomes a serious roadblock. Calling each worker at every step is expensive and unscalable, requiring multiple call operators to guide each helper to and from their jobs.
2. The salary of the worker depended upon their job's ratings, but the rating often did not reflect the quality of their work. This was because a low rating can often be for a reason that a worker has no control over, such as transport delays or payment issues.
3. All complaints made by the customers were being handled manually without tracking.

Solutions implemented

1. For workers without a smartphone, voice calling is the most effective medium of communication. For this, I integrated a third-party voice call service with our system. Their text-to-speech functionality was used to automate inbound and outbound calls. I designed the IVR audio interface so that workers could call in to record their booking start and stop times. Calls were also scheduled for reminders and to inform about new assignments. Using 1 or 2 keypresses of the dial-pad, a two-way communication channel was established with the worker, requiring very basic technical training.
2. I raised the issues that a bad rating was a broad metric and wasn't effective in evaluating faults. I designed a decision tree in the customer app, that when a low rating was given, a list of most common issues was presented to the customer to select from. Depending on the issues selected, the rating was either given to a helper or to our service (a separate rating used to evaluate our own internal performance).
3. A complaint centre was introduced in the booking management portal. A customer could record a complaint against a worker and vice versa. We, the Product team, then sat with each team, documented their processes and used it to set up the CER (Complaints, Escalation, and Resolution) module in the management portal.

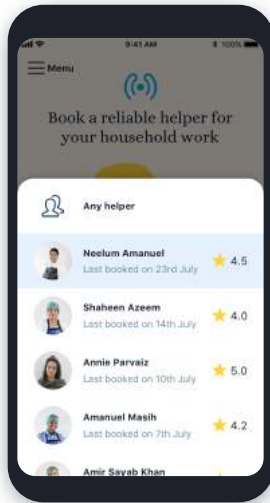
RESULTS ACHIEVED

Reduced required call operators for manual operations from 9 to 1, saving \$2000+ per month

Breakdown and better visibility of issues led to an increase in the average job rating in the company

PRODUCT DESIGN SERVICE DESIGN

Mauqa Online



Digital pay slip

Mauqa Online PR-24

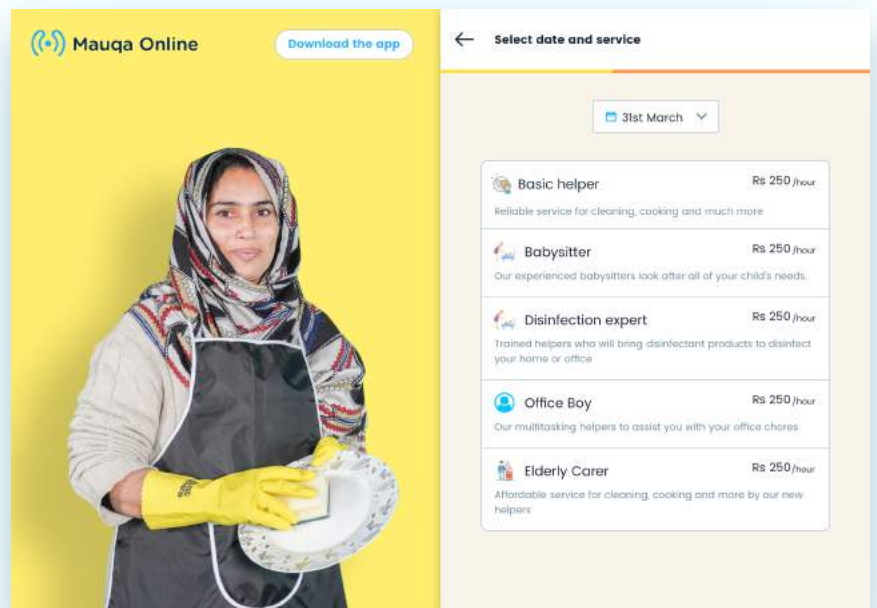
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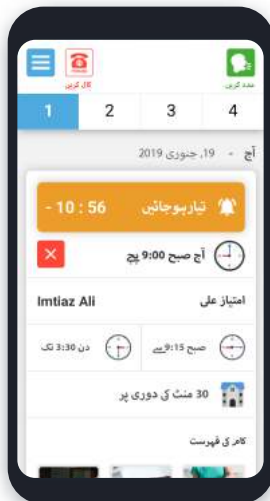
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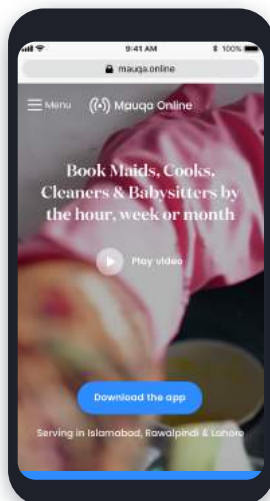
Web booking form



HAPP Worker App



Website



Job management portal

Mauqa Online

3 Book rides 1 Unassigned 18 Overtime 12 Inform 7 In transit 112 Ongoing 247 Scheduled 2195 Completed

Dashboard

Calendar

Customer's

Helpers

Showing Active Jobs

Job ID	Helper Name	Start time	End time	Total amount	From job ride
MJ[C]-16682	Mian Khutula Kamal	03:35 PM	04:30 PM		Home
MJ[C]-16682	Menna Ben Ummed	04:30 PM	06:30 PM		Home
MJ[C]-16682	Dance Ekdah	04:01 PM	04:30 PM		To MJ[C]-16682
MJ[C]-16682	Erika Mates	02:00 PM	02:30 PM	Rs 500	Home
MJ[C]-16682	Sami Sabirsky	04:13 PM	04:30 PM		Home
MJ[C]-16682	Shahariz Haggia	03:35 PM	04:30 PM		Home
MJ[C]-16682	Tasman Farooq	03:35 PM	04:30 PM		Home

03:37:12 PM Wed, 04 Sept 2019

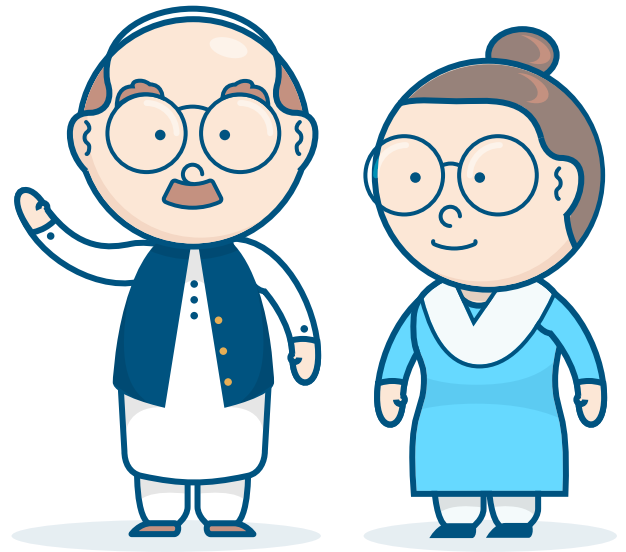


Organization: easyinsurance

Position: Product Manager

Duration: Oct 2017 - May 2019

Link: www.easyinsurance.com.pk



About: easyinsurance.com.pk is an online insurance aggregator made for the Pakistani audience.

It is the go to place for everything related to insurance in Pakistan. It offers an online insurance comparison tool to compare and choose insurance best suited for the individual's need.

It also has guides on choosing the right insurance to help the user learn and become more aware.

Role: My responsibilities as a Product Manager was to over see the design and development of the web-app. I monitored and optimized the performance of the platform. I also oversee features development by the team of developers. I created the brand identity of the startup, designed the user interface and the illustrations to go along with it.

Besides that, I also worked on the SEO, front-end development and marketing campaigns.



UI Design and development process

I did the whole branding of the business, from the logo, colours, messaging to the illustrations and characters.

I designed the initial UI in Sketch and it was prototyped in InVision. I was involved in the initial development process and I currently oversee front end development.

I handled the HTML structure in Laravel's blade templating and I maintain the CSS files as well. I ensure proper mobile responsiveness.

As the Product Manager, I supervised the development team. It was my responsibility to link business needs with technical execution.

On the side, I also handle technical SEO and all the microcopy of the website for consistency in messaging between marketing and product.

Results achieved

We served over a 1000 customers with almost PKR 10 million in insurance sales. In 4 months continuous iterations, I was able to increase our conversion rate from 3% to 9%. We were able to reach the 1st search position for our parent Google search term of 'Insurance Pakistan'.

User research process

Our initial hypothesis was to provide our users with transparent information so they could make an informed decision. However initial research supported that the users were not confident in making financial decisions themselves and often needed reaffirmation from an expert.

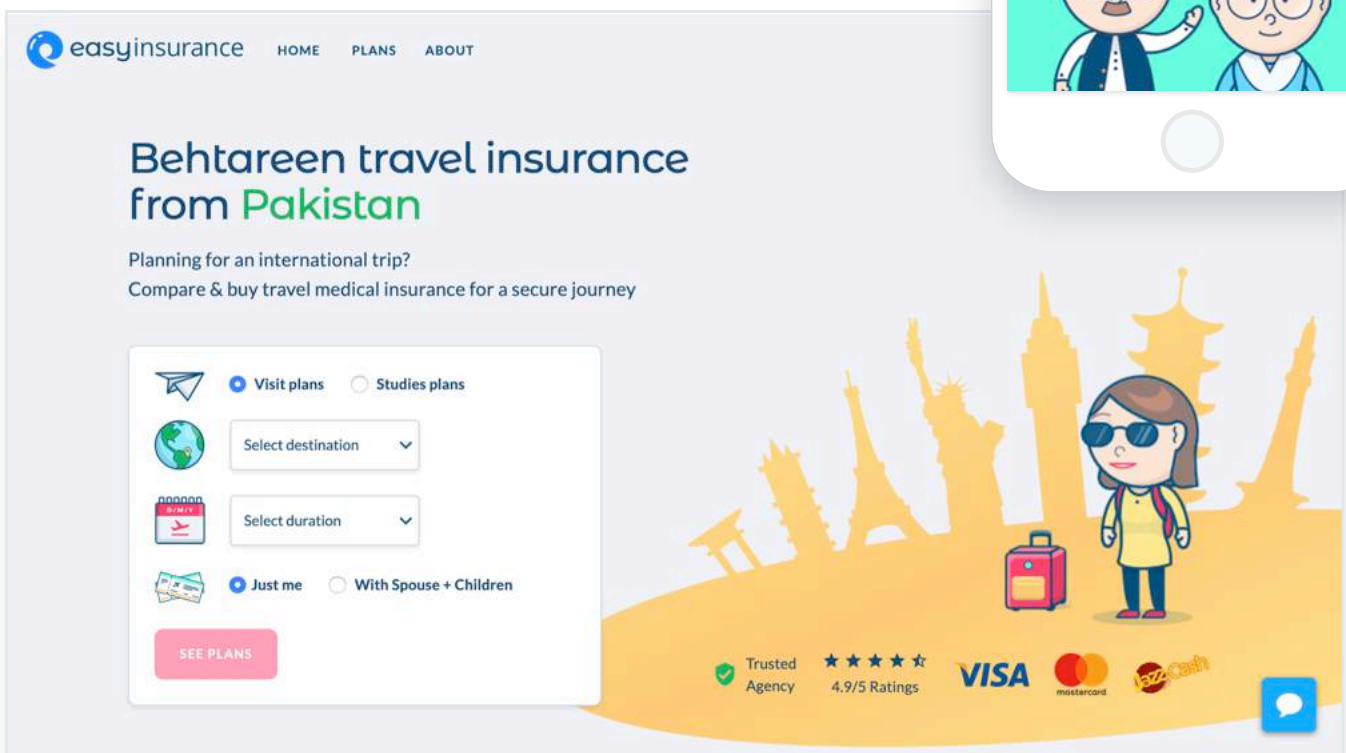
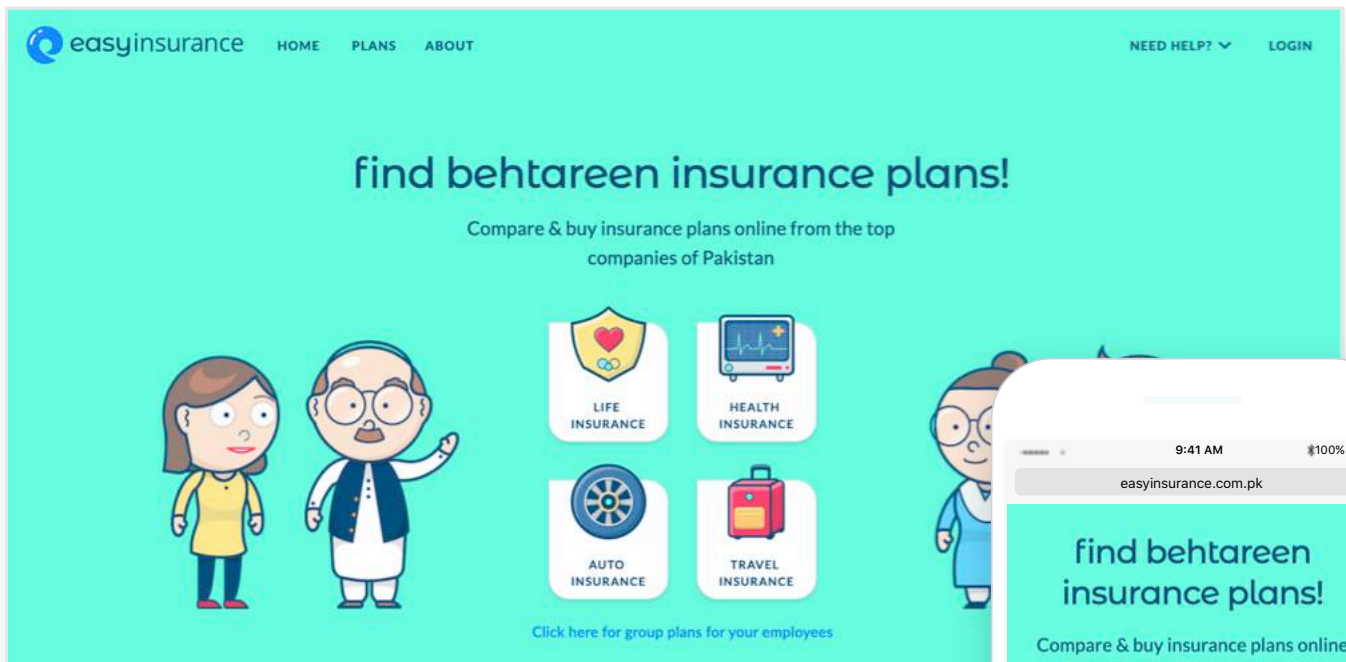
With this as the basis, we created a hybrid, online and offline process, where users can complete the journey online while having external customer support as well.

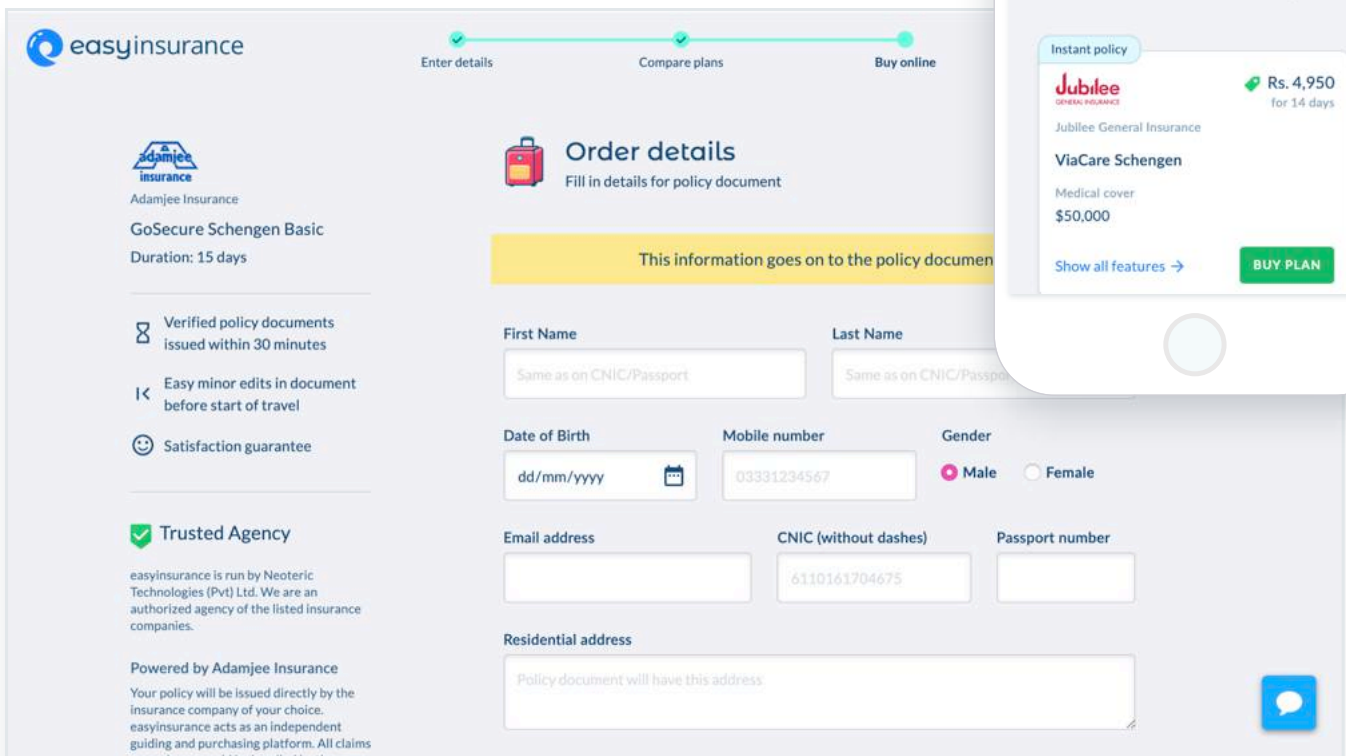
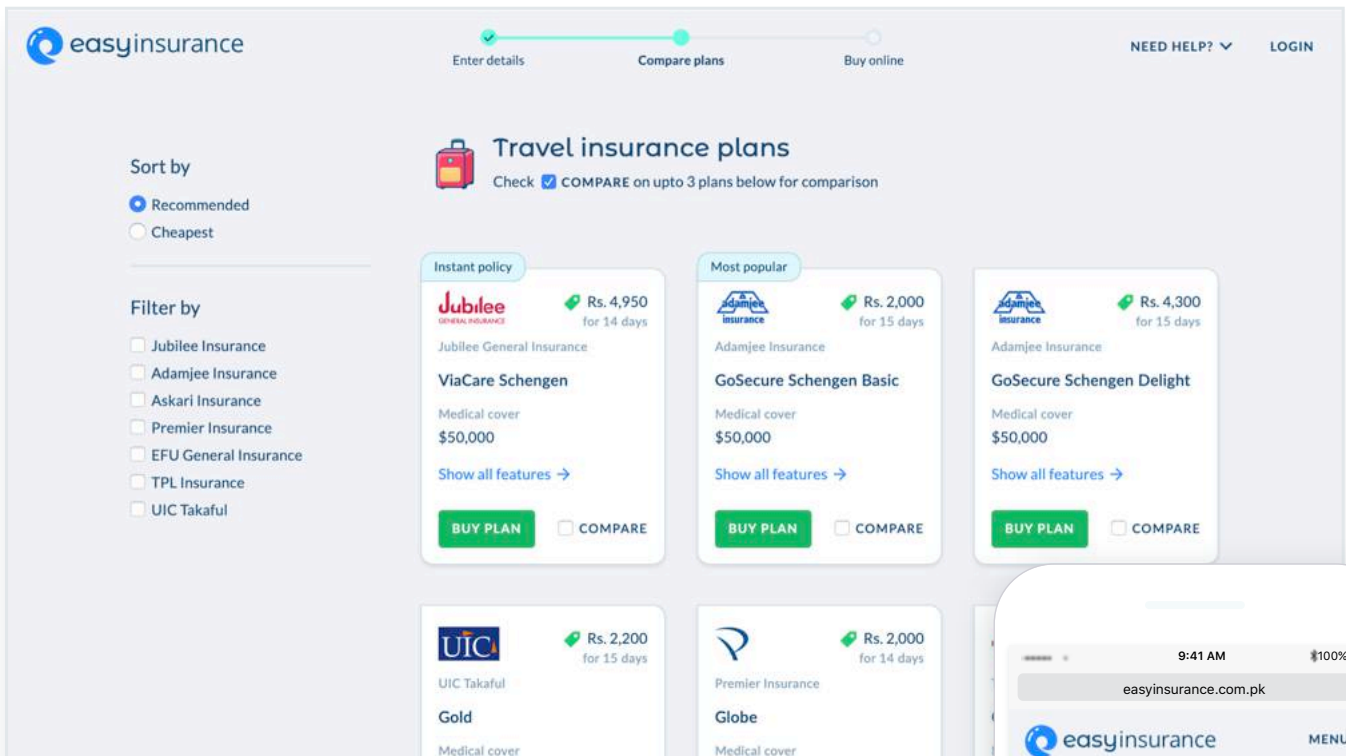
Quantitative analysis using Google Analytics and Heap Analytics was used to identify issues throughout the user journey funnel.

Qualitative analysis techniques using interviews, feedback surveys and session recording software were used to identify the reasons behind the issues. We have a live chat option, so the user can talk to us directly if they have any problem.



Conversion rate for travel insurance from Dec '18 to Apr '19







Organization: connectavo GmbH

Position: Junior UI/UX Designer

Duration: August 2016 - October 2017

Link: www.connectavo.com

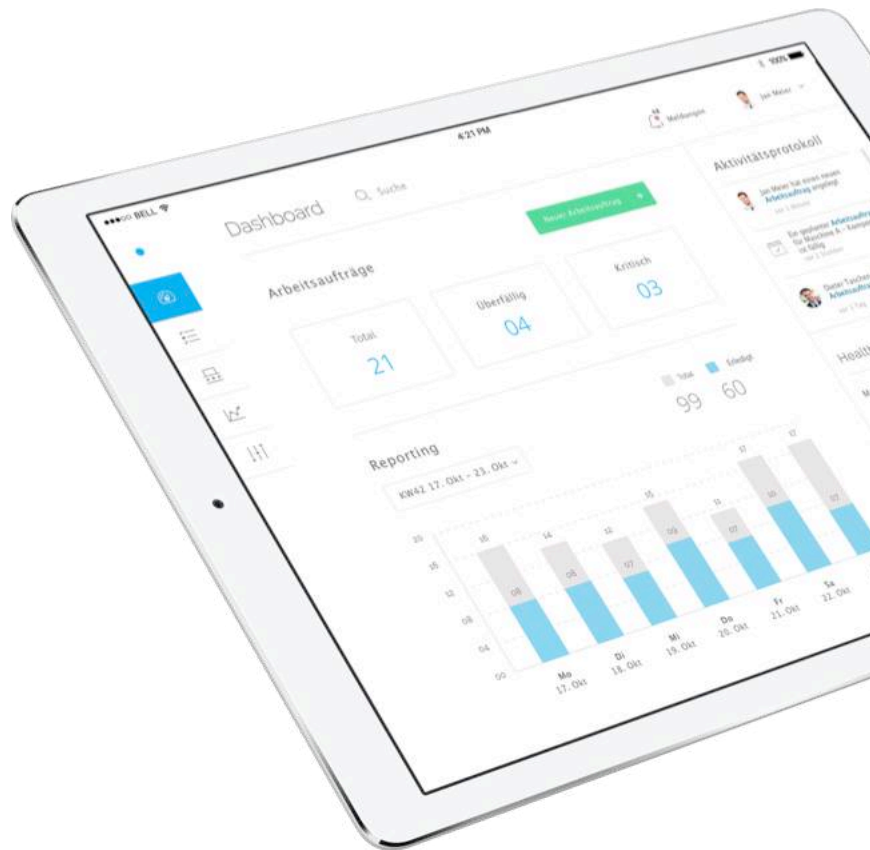
About: connectavo digitizes the end-to-end maintenance process of industrial machinery and thereby changes how information and communication is handled inside the factory.

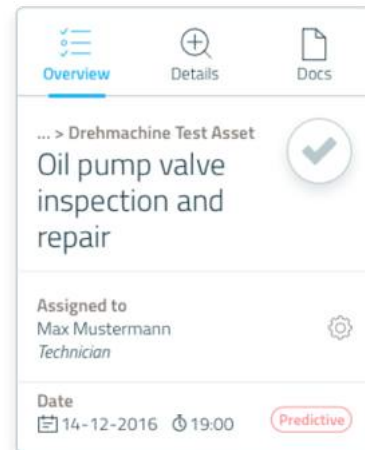
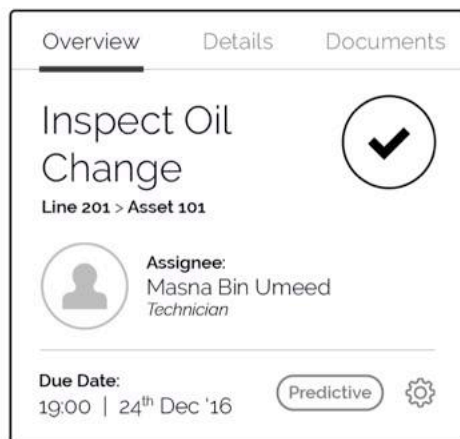
On top of making the day-to-day activity of technicians and plant managers more efficient, the analytics engine analyzes machinery data to predict maintenance cycles - all packaged into an easy-to-use SaaS tool with little implementation effort.

Role: I worked on the front-end development and user experience improvements of the tool using customer feedback and requirements.

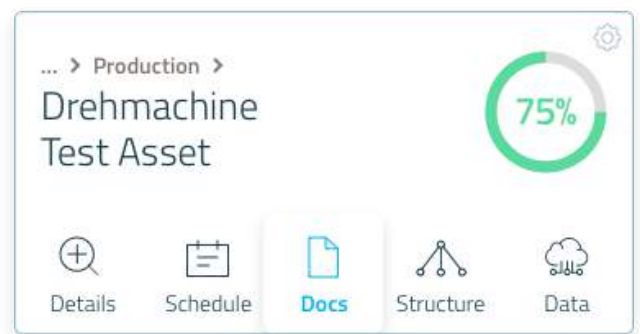
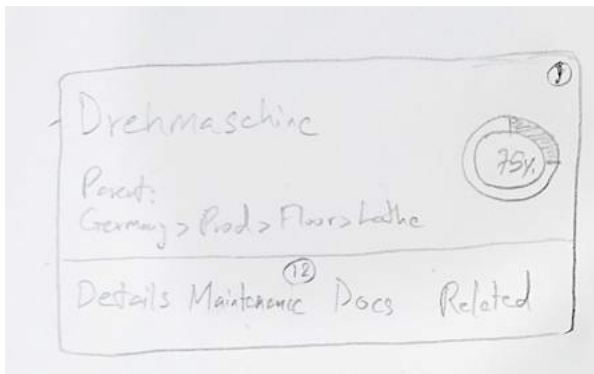
This involved making sketches and wireframing, making high fidelity mockups, HTML / CSS work for the front-end and user testing.

Besides this, I worked on the brand identity of the company for web presence and marketing.

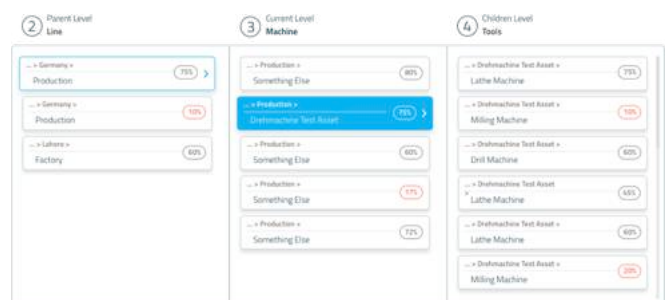
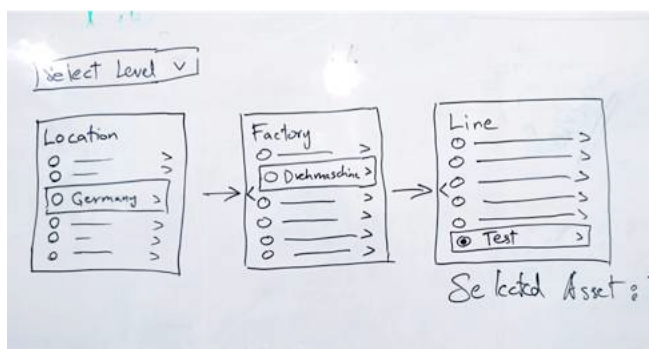




Work Order cards: low fidelity to high fidelity



Asset card: sketch to high fidelity



Hierarchy structure representation: sketch to high fidelity

connectavo●

www.connectavo.com

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Organization: Zameen.com

Position: Product Design Consultant

Duration: February 2019 - March 2019

Link: www.zameen.com

About: Zameen.com is an online platform for purchase, sale and rent of real estate properties in Pakistan.

I was approached for the following tasks:

1. Redesign the UI and UX of "Add Property" form on the mobile and desktop versions of the Company's website.
2. Examine existing bounce rates of the property remarketing pages on the mobile and desktop versions of the website and propose designs to reduce it.

Process: For the 'Add Property' form, I used the existing form as my basis and worked on reducing or combining similar fields. For the amenities section, I looked into the historic data of each input field to decide if it should be included or not.

I made the prototype in Adobe XD. I used Material Design as the framework, as the company was keen on adopting it. I chunked the form into smaller steps to reduce the cognitive load of the process. A working prototype was finalized and shared for review.

For the other task, I pointed out that the bounce rate was not an effective metric to measure performance and the reason for the high bounce rate is lack of event tracking. I then made a new landing page for retargeting ads whose measuring metric will be Pages/session rather than bounce rate.

Buy > Lahore > DHA Phase 6

SUAVE STITCH

Organization: Suave Stitch

Position: Freelance UI/UX Designer

Duration: December 2018 - March 2019

Link: www.suavestitch.com

About: Suave Stitch is an online website for custom-tailored dress shirts that are targeting male audiences in the US.

Suave Stitch wanted to establish itself as a luxury brand with a mid-to-high price point market. It also wanted the experience of customizing a shirt from their website to be flawless.

I was approached to design the eCommerce experience and the custom measurement flow of the website. I was also asked to give a visual uplift to the brand.

Process: The client already had a basic website setup in Wordpress. Therefore the information architecture and the features were mostly kept the same. I was asked to mostly give the website a visual redesign while reducing friction in the user journey.

Using the existing website as the basis, I redesigned the UI using Sketch and prototyped in InVision. I also rebranded the website for a more premium look.

I was also involved with the development team to ensure a smooth implementation of the designs.

CUSTOM SHIRTS
THAT FIT YOUR
FUTURE GOALS

BROWSE SHIRTS

ONLINE VIRTUAL STYLIST
GET MEASURED IN 2 MINUTES

START NOW

CONSULT OUR ONLINE STYLISTS

AN ONLINE STYLIST WILL MEASURE YOU WITH NO
ADDITIONAL COST



VIDEO CALL WITH STYLIST

Get measured by jumping on a video call with one of our stylists, who will measure you virtually.

[Start video call →](#)



LIVE CHAT WITH STYLIST

Get measured by sending a picture of your best fit shirt to our stylists via chat.

[Start chat →](#)



PACAYA SALMON

A luxurious twill that's perfect for the office or a big event. The white shirt is the keystone of your closet, and this one is an incredible value. Woven with a soft 80s 2-ply fine twill.

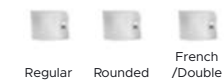
COMPOSITION: 100% Cotton
FABRIC PATTERN: Dobby
WRINKLE RESISTANT: Yes

\$85.00

SELECT COLLAR:



SELECT CUFF:



SELECT POCKET:



[ADD TO CART](#)



Organization: SMME NUST

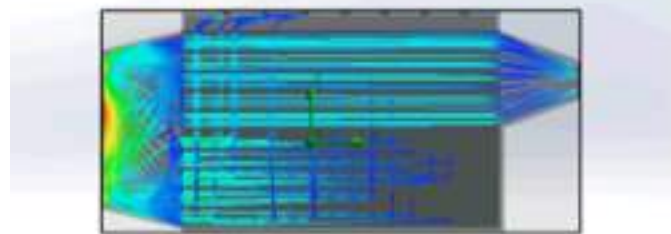
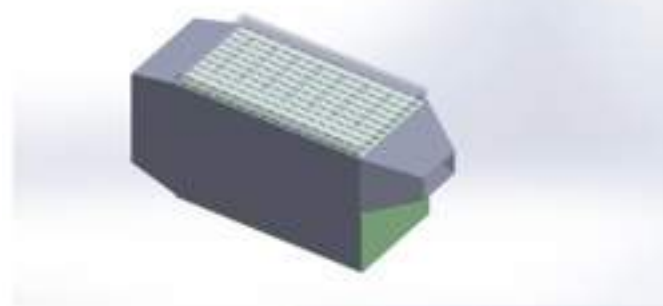
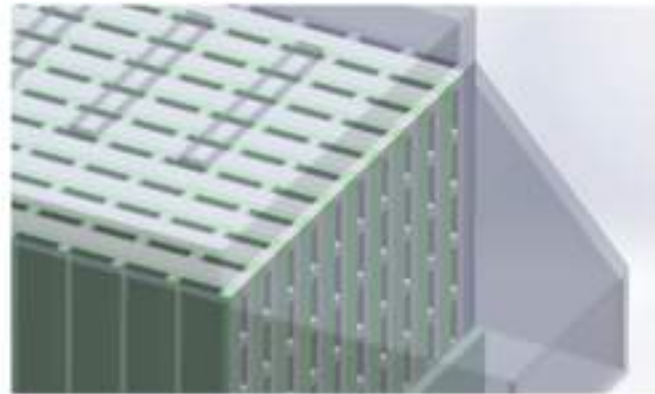
Position: Student - Final Year Project

Duration: June 2015 - June 2016

Link: www.nust.edu.pk

About: My final year project of my Bachelor in Mechanical Engineering was a low-cost air conditioning solution using liquid desiccant cooling and indirect evaporative cooling.

Role: Among 3 project partners, my responsibility was product design. I designed the CAD models for the prototype, run flow simulations in SolidWorks and made the physical prototype using recyclable and low-cost materials.





Thank you

I hope you enjoyed this small collection. If you would like to learn more about any of the projects in here or discuss some ideas, please feel free to get in contact.

Regards,

masnab

“

I know a lot of my entrepreneur friends who whine about not being able to find a good designer. Here's an excellent resource. I can personally vouch for his work and reliability.

Sana Khalid, Founder ND2C

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Based in

Islamabad, Pakistan