

## education & more

FAST-National University  
BS Computer Science  
Class of 2017 | 3.15 GPA

Google Design  
Google UX Design Certification  
May 2021

University of California San Diego  
Interaction Design Specialization  
Jul 2020

## skills

Collaboration  
Desk research  
User analysis  
Interviews/Surveys  
Mindmapping  
Brainstorming  
Empathy maps  
Affinity diagrams  
User personas  
Usability testing  
A/B testing  
R prog. analysis  
User Flows  
Sketches  
Wireframes  
Mockups  
Animations  
Storyboarding  
Illustrations  
Presentations  
Interactive prototypes  
Defining animations  
Invision prototyping  
Remote prototype evaluation  
Design Systems  
HTML/CSS/JS

## tools

Figma	Amplitude
Sketch	Pendo
Adobe Suite	Tableau
Maze	Balsamiq
Protopie	Axure
Framer	Miro/Mural
Flinto	Git
Zeplin	Jira
Condens	Confluence

## experience

### Personio

Senior Product Designer  
Munich, Germany • On-site

Sep 2022 - Apr 2024

Re-thinking core platform for an \$8.5 Billion unicorn. Designing pieces that added €24M ARR and impacted at least €90M ARR. Leading design for Organisation Experience. Reworking teams, offices, org charts and other org units. Enabled huge payroll launch by working on PO priority items.

### Sendoso

Senior Product Designer  
United States • Remote

Jan 2021 - Jun 2022

Helped raise \$100M+ funding (a total of \$152.7M). Leading the financial platform and analytics. Touching \$30M+ ARR. Collaborating with all stakeholders (PMs, designers, engineers, customers, VPs, C-suite) to design human-centered solutions. Enhancing the gift sending experience for redefined user personas. Innovating the sendoso experience e.g. gamification, NFTs, etc.

### Evento Solutions

Lead Product Designer  
UAE / Remote

Sep 2018 - Jan 2021

Leading the design team with projects based in UAE. Lead product designer for Akshaak. Leading a team of 4 designers. Employing design thinking to create a marketplace for home-based sellers. Design critiques, A/B Testing, usability studies, user research, prototyping. Special Olympics, Dubai govt., UAE weather, Ain Dubai, DP World & more.

### IQVIS

UI/UX Designer  
Lahore, Pakistan

Jul 2017 - Sep 2018

Worked on an event-engagement product called NVOLV. Managing sprints, working on wireframes for the conceptualization and defining the Info Architecture. IOT, Healthcare, VR, events and statistic portals & more.

### Blue Cubes Agency

UI Designer  
Lahore, Pakistan

Jan 2016 - May 2017

Leading the design department with various web design projects for clients based off-shore. Training students to get hands-on design experience.

### Freelance

UI/UX Designer  
Remote

Jan 2014 - Dec 2020

Multitude of projects of a span of 7+ years. Notably Aero Fitness, Qoinstack & Wanderlust.

## on the side

- › Judging the yearly national design competition @ SOFTEC
- › Top writer in the topic of 'design' on Medium
- › Award winner designer - National level
- › Head of media and design for TEDxFASTLahore
- › Interested in NFTs and AR/VR. Constantly learning about HCI, mass comm. and sociology
- › General secretary of ACM Student Chapter
- › Vice-chair person for ACM ICPC Asia Regional 2015