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SUMMARY

With a solid foundation in design and a suite of design tools at my disposal, I excel in creating. designs that are not only visually appealing but also strategically align with business goals and business rationale. As a Senior Product Designer, I bring over 4+ years of experience across 6+ industries, having launched 7+ key products that marry functionality with aesthetic precision. At Scal.io, my role in transforming complex interfaces into intuitive experiences was instrumental in making synthetic data generation accessible, streamlining enterprise resource planning and optimizing two alternative asset platforms' financial UX design, leading to significant user engagement and investment activity across 4 different clients. At DubizzleLabs, I spearheaded the real estate digital landscape revitalization, enhancing user interfaces and search experiences. working at Pakistan's biggest real estate portal. I am always motivated to find ways to elevate my skill set by leveraging collaboration with my team members while aligning with business objectives.

EMPLOYMENT HISTORY

Scal.io, San Franciso, California, USA (August 2022 - Present)

Senior Product Designer

- Synthesis AI (Synthetic data generation platform) (AI, machine learning)
  - Transformed a JSON-exclusive interface into an intuitive step-by-step synthetic data generator for seamless user experience.
  - Worked on Synthesis Humans for creating perfectly labeled images and videos for ML models.
  - Worked on Synthesis Scenarios for crafting sophisticated data scenarios for multi-human ML models.
- Phoenix Capital (Specialized Asset Management Platform) (ERP, workflow automation, asset management)
  - Initiated discovery phase, outlined use cases, established deliverables, and implemented a project management system for tracking.
  - Overhauled the current management system through user flow optimization.
  - Developed a scalable & modular design system from the ground up.
  - Supervised the handover of project deliverables.
- Commonwealth (Athlete Backed Fractional Investment) (fintech, sports)
  - Spearheaded the design of web and mobile interfaces optimizing user experience for investment and share purchasing processes.
  - Tailored UI for seamless navigation in expanded athlete portfolio.
  - Developed an engaging newsfeed for improved investor interaction.
  - Streamlined the digital wallet interface for efficient financial transactions.
- Collab (Real Estate Fractional Investments Platform in Student Housing) (fintech, prop-tech)
  - Crafted the user interface for an intuitive investment experience in real estate.

- Improved user flow to achieve a 90% conversion rate ensuring high ROI from marketing efforts.
- Developed an incentivized referral system to reduce customer acquisition costs and foster organic growth.

Dubizzle Labs, Lahore, Pakistan (Nov 2019 - July 2022)

Senior Product Designer

- Zameen.com App (Pakistan's biggest real estate platform) (fintech, prop-tech)
  - Led a complete redesign of Zameen App which included data-based decision on optimizing home screen, search experience and personalized features.
  - Revamped the property addition flow to make it frictionless, improving abandonment rate while adding properties on the platform.
  - Introduced innovative features to the platform to make property searches easier, including short form content (Zameen stories), search by map, exclude areas feature etc.
- Zameen.com Web (Pakistan's biggest real estate platform) (fintech, prop-tech)
  - Redesigned and modernized the home page for easier access to most searched queries, helpful utilities and investment opportunities.
  - Addition of area insights for real estate in a section called Area Guides.
  - Addition and design of Zameen Tools which included: home loan calculator, land record pages, construction cost calculator and more.

EDUCATION HISTORY

B.E. Mechanical (2015-2019)

National University of Science and Technology

SKILLS

- Figma
- Adobe XD
- Miro
- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Jira