



Ch. M. Hamayun Zafar

Sr. Product Designer

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4+ Years of Experience

6+ Product Industries

7+ Product Shipped

4+ Tools with Expertise

My Contributions



Scal.io

Sr. Product Designer • Aug 2022 - Present • San Francisco, CA



Synthesis AI (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 which can create perfectly labeled images and videos for ML models
- Worked on Synthesis Scenarios which can craft sophisticated data scenarios for multi-human ML models



Phoenix Capital (phxcapitalgroup.com)

Specialized Asset Management Platform

Fintech

Mineral Rights

- 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 (joincommonwealth.com)

Fintech

Sports

Athlete Backed Fractional Investment

- 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 (investment.collabhome.io)

Fintech

PropTech

Edtech

Real Estate Fractional Investments Platform in Student Housing

- 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

Sr. Product Designer • Nov 2019 - July 2022 • Lahore, Pakistan



Zameen.com App [\[zameen.com\]](https://zameen.com)

Pakistan's Biggest Real Estate Portal

AI

Machine Learning

- 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 [\[zameen.com\]](https://zameen.com)

Pakistan's Biggest Real Estate Portal (Web)

Fintech

Mineral Rights

- 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.

My Skills and Tools

