

Ch. M. Hamayun Zafar Sr. Product Designer

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4+ Years of Experience

6+ Product Industries

7+ Product Shipped

Tools with Expertise

My Contributions



Scal.io

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



Synthesis AI (synthesis.ai)

Synthetic Data Generation Platform

- Al 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 Prop

Proptech

Edtec

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



Zameen.com App (zameen.com)

Pakistan's Biggest Real Estate Portal

- 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.



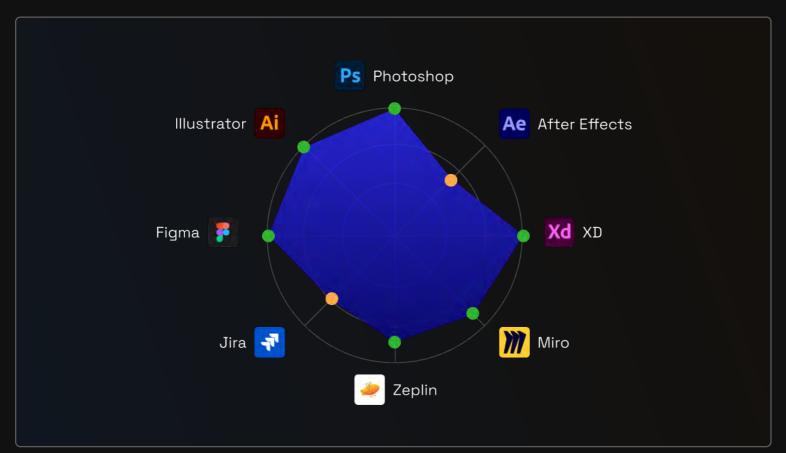
Zameen.com Web (zameen.com)

Pakistan's Biggest Real Estate Portal (Web)

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



hamayunzafar.com