Saleh Riaz

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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	Protopie
Sketch	Balsamiq
Adobe XD	Axure
Framer	Mural
Flinto	Miro
Principle	Git
Zeplin	Jira
Invision	

experience

Sendoso

Senior Product Designer
Jan 2021 - present

Helped raise $100M+ funding (a total of $152.7M). Leading the financial platform and analytics. 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

UI / UX / Product Designer
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
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

Graphic / UI Designer
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
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