

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
Dubai • 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
United States • Remote

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
Pakistan • On-site

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