

Experience

Product Designer / Prodigy Education Inc.

Aug 2021 - Present

A global leader in game-based learning creating fun, secure and accessible curriculum-aligned games.

- Working with designers, researchers, product managers and engineers to create intuitive experiences for parents and teachers.
- Used card sorting and tree testing to restructure parent product's information architecture to make it more scalable and accessible with the addition of new subjects.
- Conducting brainstorming workshops and design charrettes to solve complex design problems for users.
- Currently focusing on reactivating teachers to our teacher product for back to school this year.

Product Designer / Teach Away

Aug 2020 - Aug 2021, Toronto

The worldwide leader in international teacher recruitment & professional development.

- As a sole designer, led design strategy and vision for three products Teach Away, Skooli and Classroom. Also improved and restructured the branding guidelines and design systems for these products.
- Worked closely with the CEO, Product Manager and Engineering to improve, design and build the online tutoring and teacher recruitment products
- Facilitated problem solving through user research focusing on service design, usability, customer journeys and concept testing, while incorporating qualitative and quantitative feedback.
- Conducted accessibility and UX audits of products to improve their experiences. Also developed the

Product Designer / Freelance

March 2020 - Aug 2020

- DoctorsOnline | Designed a doctor-patient platform to manage appointments and health records online
- InstaTUTE | Evaluated, re-designed and shipped an online tutoring native iOS app for users in Pakistan and UAE. The app is currently live on app store.

Product Designer / Hitplay Technologies

Nov 2018 - Jul 2019, Toronto

Building Audio Visual monitoring platform through data analytics & insights for various clients.

- Worked in tandem with the CEO, product and engineering teams to design and ship a responsive SaaS dashboard for audio-visual system, consumer websites and telepresence touch panels clients.
- Created brand guidelines and design libraries for various products to streamline the design process.
- Performed research on product technologies and structures to implement new design concepts.

Digital Product Designer / Zameen & Bayut

Jul 2017 - Jun 2018, Pakistan & UAE

Online real-estate portal connecting agents, builders & sellers with investors, buyers & tenants.

- Evaluated, designed and shipped CRM dashboards, web platforms and native iOS & Android apps.
- Streamlined design processes and introduced design system, user research and concept testing.
- Introduced design QA process, seamless developer hand-off and design meetings for accountability.
- Worked with the CEOs and regularly collaborated with data, analytics and engineering teams in Pakistan
- My redesign of the Bayut's iOS app resulted in 5% more conversions on the app store.

Communication & Design Specialist / Technology for People Initiative

Aug 2015 - Jul 2017, Lahore

A tech start-up using technology for innovative solutions for public sector problems in Pakistan.

- Led three Peacetech Exchange Pakistan (PTX) conferences in three major cities as a design lead. The objective was to devise solutions for violent extremism with the help of design and technology.
- My work related to conflict violent resolution earned me the USEFP's fellowship "Emerging Leader of Pakistan" in 2016 and I travelled to 4 states in the US.
- Collaborated and communicated with government agencies and international donors such as USAID, USIP, GIZ etc to develop communication and design strategies for projects in the public sector.
- Researched and designed easy-to-use apps & platforms to solve problems in the rural areas such as an app for health-care workers to digitize patient data.

Education

Product Management Diploma

UX Design + Digital Marketing +

Product Management full-time

(Full-scholarship by Rogers)

RED Academy

Jul 2019 - Dec 2019 / Toronto, Canada

BSc. Mass Communication

National University of Science

and Technology

Sep 2011 - Jun 2015 / Islamabad, Pakistan

Skills

Research

Storyboarding, User Interviews,

Surveys, Journey Mapping,

Affinity Mapping, User Testing,

Tree Testing, Card Sorting

Design

User Interface Design, Visual

Design, Wireframing (low to

high), Prototyping, Design

Systems

Others

Agile Project Management,

Search Engine Optimization,

Facebook & Google & LinkedIn

Ads, Google Analytics, Basic

HTML & CSS

Tools

Adobe XD, Sketch, Figma,

Zeplin, InVision, Photoshop,

Illustrator, Jira, Microsoft Office,

Keynote, Optimal Workshop,

Userinterviews.com, Confluence

Courses & Certifications

Human-centered Design

IDEO.org | Jun 2019

User Experience Design

Udemy | Mar 2019

Google Search Ads Certification

Google | Jan 2020

Google Analytics Qualification

Google | Jan 2020