

2017 - Current

- **Lead Visual Designer - Seamless Distribution Systems AB**
 - Founded and grew the design team.
 - Led multiple product initiatives from conceptualisation to sale.
 - Onboarded the Executive Management to invest on Design Systems.
 - Moved the company's entire product line to a single unified Design System.
 - Started Design Sprints in the organisation as part of the Design Process.
 - Updated the product development process by incorporating user research.
 - Led the company's rebranding after acquisition and launched it throughout the organisation.
 - Set up Communication System enabling all departments to speak in the same visual language.
 - Initiated a Design Lab that tested out product ideas through POCs and Prototypes.
 - Conducted Design Education Program bi-annually for aspiring product designers.

2019

- **Product Designer (Remote) - Presize.ai GmbH**
 - Developed interactive React prototypes in Framer X.
 - Prototyped advanced product concepts and ideas for sales pitches.
 - Ideated with the product team for improvements based on User Testing.

2017

- ★ **Global Semi-Finalist - Adobe Design Achievement Awards**
 - Global Semi-Finalist in ADAA for an original product idea and design.

2016 - 2017

- **UI/Graphic Designer - Seamless Distribution Systems AB**
 - Designed user interfaces and experiences for Seamless products.
 - Initiated design education through the company.
 - Laid the foundations of the Seamless Design Language.
 - Participated in product ideation and grooming for enhancement of existing products.

2015 - 2017

- ★ **Best Graphic Designer - SOFTEC, FAST Lahore**
 - Won the best designer award, three years running, at Pakistan's Biggest Design Competition.

2016

- **Software Engineer - QBatch**
 - Built modern web applications using HTML5, CSS3, JavaScript and Meteor.
 - A/B Testing for Product and Marketing campaigns.

2016

- ★ **Top 10 Worldwide - Ericsson Innovation Awards**

Cohere: A local social network for every neighbourhood community that enables truly local conversations, empowering members to build stronger and safer communities.

2014 - 2019

- **Guest Lecturer: Graphic Designing, Product Design - ITU, UET & NUCES**

Taught Graphic Design and Product Design as full semester courses and single guest lectures at some of the most prestigious universities in Lahore, Pakistan.

2008 - 2014

- **Freelancer - Web and Graphic Design**
 - Freelance Graphic Design projects for local and international clients.
 - Web Development using Wordpress, HTML, CSS and Javascript.

2013

- **BS - FAST NUCES, Lahore**

Bachelors in Computer Science