

Waleed Shabbir

Product Designer

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About

Product Designer with 5+ years of experience in conceptualizing and designing mobile and web products for various domains. Successfully launched several products, such as Vonza, all-in-one platform. Skilled in Figma, user research, user flows, wireframes, prototypes, mock-ups, UI components, and user testing. Passionate about creating user-centered designs that solve real problems and meet business goals.

Experience

Product Designer • RENY® Studio

Sep 2022 - Oct 2023 (1 yr 2 mos)

- Designed several products such as Clockd, an attorney legal management system, Arky, the animal-saving app that connects users with local service providers when they encounter a lost, injured.
- Conducted user research, market research, usability testing, and defined user journeys to understand user needs and pain points.
- Created wireframes, prototypes, and design systems using Figma.

Product Designer • Finjoin

Jun 2022 - Sep 2022 (4 mos)

Led the design of Finjoin neo bank for couples, from the initial idea, competitor analysis, market and user research, user flows, prototyping, and user testing, to visual and interaction design.

Lead UI/UX Designer • Appicmarketing

Sep 2021 - May 2022 (9 mos)

- Redesigned Pappad – Food Delivery App, Seshbuddies with a notable increase in revenue and 10x in downloads.
- Designed a mobile app for seniors, allowing them to record their stories and history, leaving a lasting legacy for their children.

Product Designer • Innovation Insight

Jan 2020 - Aug 2021 (1 yr 8 mos)

Led the design of an all-in-one SAAS platform Vonza to create and sell courses, products, website builder, memberships, email marketing, funnels, and more. It has an evaluation of \$30M and have more than 1M active customers.

Portfolio

<https://waleed.framer.website/>

Skills

User Research
Surveys & Interviews
Information Architecture
User Flows
User persona
Visual Design
Design Systems
Prototyping
Usability Testing

Tools

Figma
Adobe XD
Adobe Illustrator
Adobe Photoshop
Framer
Balsamiq
Notion
Maze, UserTesting

Education

BS (Computer Science)

University of Sargodha
Jun 2015 - Jun 2019

Certificate in UX Design Specialization