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Experienced Product Design Leader with a proven track record of building and scaling design teams, implementing data-driven UX strategies, and developing scalable design systems to drive business growth and user engagement.

Key Achievements

- **Cur8 Capital (Investment Firm, London):** Designed web and mobile platforms, driving a **47.45% growth in AUM** and **33.9% increase in user base**. Created a wealth tracker for 16K+ users to manage £5.5B in assets.
- **Motive (Silicon Valley Startup):** Redesigned the checkout experience, saving **\$200K in ARR** and set foundations of Video Monitoring feature which is now AI Dashcam.
- **Kuwait Finance House (UAE):** Built a design system from scratch and trained the team for adoption and maintenance.
- **IDEO (Top Global Design Firm, London):** Conducted user research in rural Pakistan.

Key Experiences

1. Founding Product Designer - Cur8 Capital / IFG - (3 yr 4 mo)

Cur8: Investment Platform with £70+ Million Invested.

IFG: Financial Education Platform visited by 100,000 users monthly.

Took Cur8 from 0->1. Led the end-to-end product design lifecycle, driving platform growth through user research, design systems, and iterative UX improvements.

Results Achieved:

- **Built and launched Cur8's Mobile App and Web Platform** with robust design systems, improving user adoption rates significantly.
- **Increased AUM by 47.4% and user base by 33.9%** through data-driven homepage redesign and iterative UX improvements. **25%** improvement in LTV:CAC ratio. Increased conversion from **6.2% to 20%** after homepage redesign.
- **Conducted extensive user research, surveys, A/B tests, and analytics** using Mixpanel and HubSpot to optimize customer experiences.

2. Senior Product Designer - IDEATE Innovation (Hybrid) - (1 yr 7 mo)

IDEATE: Human-Centered-Design firm working with global leaders like IDEO, Bill & Melinda Gates Foundation, KFH & more.

Results Achieved: Lead successful projects for top UAE Banks (Kuwait Finance House, Zand Bank, Al Salam Bank). Managed a product design team did client facing while working as an individual contributor.

3. Product Designer - Motive (Hybrid) - (>1yr)

Motive: Silicon Valley company valued \$2.85 Billion. Over 120,000 businesses across industries like trucking, construction, and energy, 700,000 Vehicles operated and 1 Million drivers.

Results Achieved: Set the foundations for the Video Monitoring module (which is grown into its own department now) and redesigned checkout experience saving 200K/year for Motive.

Education

FAST NUCES - Bachelors in Computer Science

Workshops

- Speculative Play as part of Design Process (Workshop)
- Putting Enterprise Design Thinking to Practice by Anel Strydom & Syed Hassan Ameer (By IBM)
- Immersive User Research Practices to Engage Stakeholders by Asif Baki (by Google)

Skills, Tools & Technologies

- **Design Leadership:** Design Systems, Product Metrics, KPIs, UX Research, Team Management, Design Management
- **UX Tools:** Figma, Miro, Balsamiq Mockups & more
- **Analytics Platforms:** Hotjar, Hubspot, MixPanel, Typeform