

# Haroon Basheer

## Product Designer



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## Experience

### Lead UX Designer @ PackageX

Aug 2021 - Present | Islamabad, Pakistan

- Designed, prototyped, and shipped interaction flows to help PackageX apps build key features like label scanning, internal label printing, self-service pickup, multi-hop tracking, package forwarding and custom workflows.
- Successfully delivered "Receive" dashboard, visualized real time data using interactive charts, handling in-bound/out-bound packages configuring printing labels, rerouting and customizing workflows.
- Collaborated with various cross-functional partners like engineering, PM, design systems, and content design to ship these features.

### Senior UX Designer @ SMSAMI Inc

Jan 2017 – Jul 2021 | Peshawar, Pakistan

- Worked with a small cross-functional team to design interaction flows for Flyaway Hub initial proof-of-concept. Led the scaling and evolution of Flyaway Hub visual design and brand system.
- Responsible for user research, information architecture, interaction & visual design, and prototyping across web and mobile interfaces.
- Established design hands-off process among designers and developers.

### UI/UX Designer (Remote) @ IMG Advisors LLC

Dec 2020 - Jun 2020 | Houston, TX

- Designed key features for "Global Patient Transfer" such as building profile, patient medical history, uploading reports, exchange of information with patients and offering information, facilities and treatment plans that matches their needs.
- Collaborated with product owners, project managers, and developers in an agile-driven software development process.

### User Interface Designer @ Veevo Tech

Aug 2015 - Dec 2016 | Peshawar, Pakistan

- Comprehensive redesign of the "Smile Network" social media application, encompassing both web and mobile platforms. Enhanced web accessibility and delivered responsive designs for various screen resolutions.
- Visualized real time data with color indicators, simplifying complex data for end user and creating graphical reports for "Empleado" web app.

## Education

### City University of Science & IT

B.S. Software Engineering | Dec 2015

GPA: 3.60. Relevant coursework in Human Computer Interaction, Web Design Accessibility, Object-Oriented Programming, Probability, Statistics, Data Structures and Algorithms

## Skills

### UX

User Research, Information Architecture, Wireframes, Prototypes, Usability Testing

### Product

Design Sprints, Agile/Lean Process, Product Thinking, Market Research, Data Analysis

### Visual

Typography, Layout, Grid System, Color Theory, Design Systems, Brand Identity

### Tools

Figma, FigJam, Framer, Adobe XD, Notion, Keynote, JIRA, HTML/CSS/JS, Adobe Creative Suite, WordPress, Miro

### Strengths

Team Player, Self-Motivation, Proactive, Problem Solver, Attention to Details, Team Management