

Tabish Waheed

Product Designer

A professional Product | UI UX Designer, with years of experience in scaling digital financial products

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Experience

Product Designer

📅 June, 2021 - Current 📍 Lahore

E-Processing Systems Limited - FinTech

OneZapp:

- Revamped the website and application (Android, Web) for OneZapp, achieving a noteworthy 16% reduction in churn rate.
- Introduced push notifications to enhance user experience and cut down SMS costs to zero.
- Conducted a comprehensive competitive analysis and conceptualized three distinct customer segments, including individuals, merchants, and agents.
- Designed debit card and stationary designs and integrated them into the product.
- Created marketing materials, including social media posts, posters, and banners, to promote the product and increase user engagement.
- Executed user research to discern user needs and pain points, skillfully integrating these insights into the design process.
- Collaborated with cross-functional teams, including Product Managers Engineers, and other Designers, to deliver a high-quality product.

Oneload:

- Designed and launched the website for Oneload, micro lending payments for Bank Alfalah and Kunda, transport partners integrations for Bykea, a sales team portal, and a wallet back-end reporting portal
- Crafted wireframes and visual designs for Payfast, EasyPaisa, and Finpro, ensuring a superior user experience through thoughtful and intuitive design elements.
- Conducted user research to identify pain points and improve user engagement.
- Created wireframes, prototypes, and high-fidelity designs for web and mobile applications.
- Developed and maintained design systems to ensure consistency across products.
- Collaborated with cross-functional teams to define user requirements and create design solutions.

UI UX Designer

📅 Sep, 2020 - May, 2021 📍 Lahore

Thirty North Dev - Software House

- Conducted user research to identify pain points and improve user engagement.
- Created wireframes, prototypes, and high-fidelity designs for web and mobile applications.
- Established and sustained design systems to uphold uniformity and coherence across diverse products.
- Collaborated with cross-functional teams to define user requirements and create design solutions.

Education

MSc. Computer Science | [GCU Faisalabad](#)

BSc. Computer Science | [BZU Multan](#)

Key Achievements

OneZapp EMI Launch (Pilot operation)

- Successfully launched EMI wallet, provided with the state of the art User interface, providing secure and convenient digital financial services to our customers

Operational Readiness

- Revamped OneZapp back office and mobile application resulting in reduction of sign-up time by 60%

Skills

- Proficient in design tools such as Adobe XD, Adobe Illustrator and Adobe Photoshop
- Experienced in user-centered design principles and methodologies.
- Skilled in creating wireframes, prototypes, and high-fidelity designs.
- Ability to conduct user research and translate insights into design solutions.
- Excellent communication and collaboration skills.

Certifications

- Graphic Designing from E-Rozgaar.
- UI UX from E-Rozgaar.
- Google Certification in UX Design (Coursera)

