

Mahnoor Ghazanfar

Product Designer

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LINKS

[LinkedIn](#), [Behance](#)

01 PROFILE

Results-oriented Product Designer with 1 year of experience, including 4+ years of experience as UI/UX Professional, Skilled in in-depth user research, developing personas, mapping user journeys usability, wire-framing, prototyping, & testing. Strong in B2B and SaaS platforms along with Healthcare, E-commerce, & Finance apps. Effective cross-functional leader & problem solver.

02 EMPLOYMENT HISTORY

Dec 2023

New Jersey

Lead Product Designer at Zewst

- Worked as Lead Product Designer for Private Equity, AI-Based Resume Builder and B2B, SaaS, applications in POS and Payroll, specializing in systems that address food waste management, AI-driven Roster, chat bot functionality, and telephony integration.
- Designed an AI-based roster system for workforce management, optimizing scheduling efficiency and reducing operational costs by 20%.
- Conducted user research and usability testing across diverse industries, ensuring product features met both user and business needs.
- Collaborated closely with cross-functional teams, including developers and product managers, to create cohesive, user-centered designs across platforms.
- Built and maintained a design system for scalability across multiple B2B SaaS products, enhancing brand consistency and design efficiency.

Sep 2022 — Oct 2023

Team Lead UI/UX Designer at ISMMART Group of Industries

- Design and worked on the Ecommerce, IMS & Hospitality Website along with end-to-end user experience, considering user flows, information architecture (IA), and usability to ensure an intuitive and efficient product interaction.
- Work directly with Developers and Project Managers and discuss Business logic and flow.
- Rigorously test and supervise UI elements, including CTAs, banners, page layouts, designs, flows, and landing page.
- Collaborate across time zones via Slack, GitHub comments, documents, and frequent video conferences.

Mar 2020 — Jul 2022

Freelancing (UI/UX & Graphics Designer at Fiverr

- Worked with clients to design and produce various UI/UX services with exceptional user experience along with print and digital materials using Adobe XD, Figma, Adobe Photo Shop & Illustrator

- Collaborated closely with clients to understand their business objectives, target audience, and project requirements
- Conducted user research and gathered feedback through interviews, surveys, and usability testing to gain insights into user needs

03 EDUCATION

Sep 2018 — Jul 2022

Islamabad

COMSATS University Islamabad

BSc in Software Engineering

04 SKILLS

Figma

Adobe Photoshop

Usability Heuristics

Adobe Xd

Adobe Illustrator

Wordpress

Responsive Website

Graphics Design

Prototyping/Wireframing

HTML/CSS3

Adobe Creative Suite

JavaScript

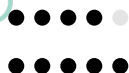
XAMPP

Project Management

05 LANGUAGES

English

Urdu



Korean

chinese

