



HASHIR TIHAMI

SENIOR PRODUCT DESIGNER

A goal-oriented product designer, who advocates for sustainable, purposeful product design with a focus on exceptional user experience and storytelling.

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Experience

Sr Product Designer at **Charles GmbH** FEB 2024 – PRESENT

- Lead the design of the Unified Template Builder, enhancing WhatsApp template creation with features like Carousel and WhatsApp Flows, used for both Campaigns and Journey flows.
- Lead data management design that integrates events from platforms like Zendesk and Emarsys, positioning Charles as a comprehensive omnichannel marketing solution.

Product Designer at **Babbel GmbH** SEP 2022 – JAN 2024

- Drove the discovery of a new feature "Grammar Guide" in close collaboration with the Product Trio, resulting in a remarkable 14% increase in interactions within the Explore Tab
- Engaged in the redesign of Lesson Experience to address business requirements, focusing on reducing drop-off rates for specific trainers.
- Revamped Culture Bites, addressing a usability issue that hindered dual-language content consumption and seamless navigation.
- As the Art Director of Babbel Design Medium, I design complementary artworks for all articles, ensuring alignment between narratives, visuals, and the Babbel design system.

Product Designer at **Folio3 Pvt Ltd** OCT 2020 – AUG 2022

- Interacted with various clients to identify challenges and propose solutions. I managed requirements, crafted wireframes, mockups, and FSDs, while also supervising usability testing sessions
Major Clients: Vytelle, Eike Consulting, Bill & Melinda Gates Foundation, Inpixon, Elanco, Dynata
- Drove the Folio3 team's shift from Sketch to Figma, enhancing design processes and collaboration. I led 4 months of weekly training for Figma proficiency in components, variants, and autolayout
- Led the creation of a design system for the Animal Care department, boosting efficiency and project integration. This success enabled us to handle more clients effectively

Freelance Designer + WordPress Developer JUN 2017 – OCT 2020

At Fiverr: Worked with 300+ clients from all over the world, with an overall rating of 4.9.
Worked on UI designs, branding, logo designs, illustrations & photoshop edits & WordPress.

At Upwork: Worked with different agencies around the world with a 100% Job Success rate.
Earned Rising Star and then Top Rated badge within a span of 2 months. Mostly worked on providing UX Solutions, branding and illustrations.

Product Designer (PART TIME) at **Codevative** MAY 2021 – SEP 2021

- Worked on TeleMedicine App Design. The project involved working with stakeholders to conduct requirement gathering, creating information architecture schema, and designing flow diagrams, wireframes and mockups.
- Worked on a maintenance and asset management solution, that involved doing competitive analysis on UpKeep, conducting needfinding, designing wireframes and mockups. Used ANT Design system and increased overall productivity by 50%

Graphic Designer (INTERN) at **Qordata** OCT 2019 – JAN 2020

UI Developer (INTERN) at **ITG** JUN 2019 – JUL 2019

Skills

Tools

Figma, Adobe XD, Sketch, Invision, Illustrator, Photoshop, Microsoft Office Suite, Keynote, Figma Autolayout, WordPress

Design

Product Discovery, Design System, User Flows, Wireframes, Usability Testing, Sketching, Design Thinking, Presentation, Photography, Illustrations, Branding

Coding Languages

HTML/CSS/Javascript, Node, SQL, Python, C, React JS, React Native,

Soft Skills

Analytical Decision Making, Communication, Delegation, Teamwork, Adaptability, Tech-Savvy, Leadership

Education

BE, Software Engineering
NED University (2016–2020)

Courses

- UX Design Google Certificate – Coursera
- Enterprise Design Thinking IBM
- CS50x edX
- Full Stack Web Dev freecodecamp
- CS50 Mobile App Dev edx

Achievements

- Won NGIRI Funds for Filderit App idea.
- Creative Minds Winner at Folio3 Battleground '22
- Creative Minds Runner-Up at Folio3 Battleground '21
- Won 'Best Presentation Award' at Folio3 Ideabash.

Languages

- Urdu – Native
- English – C1 (IELTS 8 Band)
- German – A2