



# Saira Nasir

Product (UX/UI) designer

## Contact

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<https://www.behance.net/>

Islamabad, Pakistan

## Skills

- + Product (UI/UX) design
- + Wireframing
- + Competitive audit
- + User-flows
- + Interaction Design
- + User-Centered Web & Mobile app design
- + Usability testing and A/B Testing
- + User interviews
- + Strategic Design Decisions
- + Design & Growth Thinking and Problem Solving
- + Cross-Collaborative teams & Project management
- + Web design, No-code development
- + Design system

## Projects

### Rabt Digital

2022-2023

Rabt Digital is the perfect way to simplify digital life, Share your information in just one tap by NFC-Powered Business Cards & Smart Cases.

[rabt.digital](http://rabt.digital)

### Zaer

2023

Zaer is an all in one solution for managing your hotel.

[zaer.co](http://zaer.co)

### More Projects

[www.sairanasir.com](http://www.sairanasir.com)

## About me

A Product Designer with 4+ years of experience, I've spearheaded transformative digital initiatives, propelling a startup from \$0 to \$50k and elevating organic traffic for various brands and agencies by up to 85%. My journey also encompasses guiding design agencies. By harmonizing creativity with functionality, I consistently deliver user-centric experiences that drive meaningful business results. With a track record of leading teams and ventures, I am dedicated to advancing design excellence and fostering innovation.

Portfolio: [www.sairanasir.com](http://www.sairanasir.com)

## Experience

### Product Designer

May 2022 - Oct 2023

Loopiq Studio

Saudi Arabia, Full-time

- Led design for 2 products, collaborating with cross-functional teams of a designer, 1 PM and an engineering team, achieving a 20% user engagement boost.
- Boosted sales for tymesaco from \$500 to \$35k/m in 6 months
- Conducted regular user tests, A/B tests and research to improve design.
- Led multifaceted contributions across ongoing product development and Mentored junior designers for skill enhancement and professional growth.
- Created marketing assets for email and social media, boosting campaign effectiveness.

For more visit [www.linkedin.com/in/sairanasir](https://www.linkedin.com/in/sairanasir)

### Sr. User Interface (UI) Designer

Oct 2021 - Dec 2023

Markloops Creative Shopify Agency

Pakistan, Contract

- Boosted online sales of eCommerce products upto 80%.
- Revamped the website for an optimized web experience.
- Led a design team of 2 designers and 2 developers, ensuring project alignment with objectives.
- Conducted design reviews and communicated with project manager at each step

### Freelance Product Designer

4 years & counting

Worldwide

Freelance Contracts

- Improved 100+ web and app experiences by conducting user research, generated wireframes, empathy maps, user-journey maps.
- Enhancing UX with Lottie animations and interactions.
- Delivering exceptional service to foster long-lasting relationships and repeated collaboration.
- Maintaining a consistent delivery of high-quality work, reflected in an 95% positive client feedback rate.

## Tool stack

Figma • Flowmapp • Miro • Framer •  
Adobe XD • Photoshop • Maze •  
Jira • Clickup • Notion • Crowdview •  
Whimsical • Creatie.ai • Adobe illustrator

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## Certification

### Skillshare- Product Design

6 months, 2020-2021

### Virtual University, Website Design

5 months, 2021

### Iqra University, ISB, Competition

Tectics, design, 2019

### Google UX Design Specialization

2023

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## Education

### Bachelor In Computer Sciences

4.6 CGPA, 2015-2019, Preston University

### Attended Fatima Women University

2014, 6 months, BFA

## Product Designer

2020 - 2021

Maxnet Labs & Technologies

Pakistan, Full-time

- Proactively sought additional responsibilities and challenges, contributing to the team's efficiency and creativity.
  - My dedication and contributions were recognized, leading to a full-time role.
  - Collaborated with senior designers on key projects, showcasing my dedication and eagerness to learn.
  - Strengthen our reputation as experts in online retail design.
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## Testimonials

Saira is such an amazing designer that adds a special uniqueness to our organization! She goes for above and beyond to produce quality work! Moreover, she created phenomenal designs for our website. Her work is invaluable. We appreciate her and we highly recommend her!

[Esteemed Client on Upwork](#)

Saira is a great communicator and talented designer! She takes pride in her work and prioritizes client satisfaction. Excellent work ethic.

[Anam Momin](#) • [Founder & CEO](#) • [Social Hall HQ](#) • [USA](#)

I am totally grateful for her work. In the expected time she have managed to capture in what was delivered, everything that was required for the job. Excellent professional with a talent and full knowledge, to be able to understand the client necessities and get the job done.

[Aemsonlinebi](#) • [Founder & CEO](#) • [Panama](#)