

Bareerah Iftikhar

Product Designer

Portfolio: bareerah.me LinkedIn: [bareerah-iftikhar](https://www.linkedin.com/in/bareerah-iftikhar) Email: hello@bareerah.me

WORK EXPERIENCE

Product Designer

[WalletWise](#)

March 2023 - Present

Figma · Miro · Clickup · Slack · Design System

- Responsible for conducting UX research to inform ongoing mobile app design.
- Actively developing a comprehensive design system with a dedicated focus on enhancing accessibility features within the design.

Product Designer

[Dubizzle Labs](#)

May 2021 - Mar 2023

Adobe Creative Suite · Figma · Miro · Clickup · Slack · Design System

- Real-Estate: Redesigned real estate whiteboard platform, improving usability and UX for 200 agencies and over 50k agents.
- Human Resources (HR): Designed [Dubizzle Jobs](#) enabling 300 recruiting agencies to streamline their hiring process based on stakeholder interviews and wireframes.
- Real-Estate: Enhanced [BayutPro](#) mobile app, focusing on UI and user experience through UX research and a design system.

User Experience Designer

[Systems Limited](#)

July 2019 - May 2021

Adobe Creative Suite · Sketch · Figma · FigJam · Miro · JIRA · Slack · Design System

- Fintech: Transformed [Jazzcash](#), a Pakistani mobile wallet with 35M monthly users, through collaborative efforts, competitive research, and UI/UX design enhancements, resulting in improved user experience, increased adoption rates, and a comprehensive design system for consistency and enhanced UI.
- E-commerce: Designed the CRM system for [MattressFirm](#), a US-based mattress store chain with 24,000 stores, improving agents' efficiency and enhancing customer experience across all touchpoints.
- Beauty & Wellness: Streamlined salon appointment booking for Salonit through an end-to-end design process. My efforts resulted in an optimized user experience and increased customer satisfaction.

EDUCATION

Bachelor of Computer Science (Honours)

[Forman Christian College](#) (A Chartered University)

Aug 2015 - July 2019

CERTIFICATIONS

- [Introduction to User Experience Design](#), Coursera June 2021
- [Enterprise Design Thinking Practitioner](#), IBM June 2020