Haroon Ahmed Butt

H#93, Rachna Block Allama Iqbal Town, Lahore 54570   ●   0092-321-4339983   ●   habutt@gmail.com

EDUCATION

National University of Sciences & Technology (NUST)   *Islamabad, PK*
Bachelor of Science in Materials Engineering; CGPA: 3.10/4.0   *June 2018*
- Master's Thesis: Anti-fouling of polymer and membrane for water disinfection in Industries

EXPERIENCE

Empower Associates, (US Remote)   *Lahore, PK*
Lead Product Designer   *Sept 2022 - Present*
- Designed a Google Chrome Extension for Empower to help recruiters easily import candidates in CRM with a one click.
- Created a design system and roadmap for features with priority to fast-track deployment.

Institute of Emerging Careers (IEC)   *Lahore, PK*
Lead UI/UX Instructor (Part time)   *Apr 2021 - Present*
- Designed the course holistically with supplementary materials to give students a comprehensive understanding of UX Design.
- Graduated 4 cohorts of underprivileged students; helped prepare their design portfolios and interviews. As a result, students (almost all) have consistently secured top jobs at renowned companies, with salaries exceeding 100,000 PKR/month.

YallaMotor Dubai, (Bayt.com)   *Lahore, PK*
Product Manager   *April 2021 - Sept 2022*
- Directly contributed to the implementation of data driven UI/UX Overhaul. Result: "Growth" of Monthly Users (Used Cars) by 240% (3.4x), PVs (Used Cars) uplift by 42%, Chat Leads by 182% (2.8x), and Call Leads by 166% (2.7x)
- Designed and launched a data-driven, customer facing app for YallaMotor on both Android & iOS with Flutter

Senior UI/UX Designer & Product Associate   *March 2020 - Apr 2021*
- Revamped Used Cars, Certified Used Cars, New Cars, Leasing Section, and Car News on Bayt UI (both Mobile & Desktop).
- Fixed UX flows for generating leads (introduced Email) for a seamless UX; In addition, incorporated Ad Packages (Basic, Super, Hyper) to increase GMV

Daraz.pk, (Alibaba Group)   *Karachi, PK*
Product Owner   *Nov 2019 - March 2020*
- As a result of implementation of HP Module (DMart), grew CTR by 120% (2x uplift), Module Click UV by 72%, and Guided GMV by 33%
- Managed Daraz app Home Page end-to-end product lifecycle including research, development, QA and release plan for PK, LK, BD, and NP.

Zameen.com, (EMPG Labs)   *Lahore, PK*
Product Designer (UI/UX)   *Nov 2018 - Nov 2019*
- Designed UI/UX of "Careers Portal" for Zameen.com, "Add Property" section of Prop.ae. and Affiliates app for Propforce.com, based on a detailed requirements analysis from product owners.

PakVitae (Pvt.) Ltd.   *Islamabad, PK*
Partner & Product Designer   *Sept 2017 - Aug 2018*
- Worked on the design of water filters from scratch, after multiple iterations, prototyping using AutoCAD; Lead the pilot project in an Afghan refugee camp, providing 500, off-grid easy to use water filters which, in turn, impacted hundreds of lives.

PROJECTS

dsgn4good   *Lahore, PK*
Founder, Social Entrepreneurship Mentor   *Dec 2022 - Present*
- Started an initiative that seeks to use design to create positive social change with a vision is to decentralize knowledge of UI/UX design and its use to make working digitals solutions in Pakistan with the help of young change makers.

LEADERSHIP AWARDS

Strive to be the best – by Bayt.com (Mar 2021) ● CXC Fellow 2021 (Mar 2021) ● Tech Delegate – HPAIR (Jan 2021) ● Climate Reality Leader – CRP (Jul 2020) ● Global Changemaker – GYS 2018 (Aug 2018) ● Chairperson – NIMUN'18 ● National Finalist – L'Oreal Brandstorm (Mar 2017 – Apr 2017) ● Outstanding Rotaract Award – By I.H. Risley RI President 2017-18 (Dec 2017)

SKILLS AND INTERESTS

Softwares   Adobe XD, Sketch, Invision, Figma, Photoshop, Illustrator, Lightroom, JIRA, Confluence, ASANA, Slack, Outlook

EXTRA CURRICULAR

Global Shaper (Isb Hub) – World Economic Forum (2017 – Present) ● Beyond The Classroom – Junior Trainer (2019 – 2019) ● Core Team Member – The Gender Guardian (2018 – 2020) ● President – Rotaract Club Islamabad Metropolitan (2017 – 2018) ● TLD Finance & Legal – AIESEC (2016 – 2017) ● Grassroots Team Leader – Global Zero Pakistan (2016 – 2017)