

Amat Ur Rehman

Product designer and Educator

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Goal-focused Product Designer with 4 years of experience turning complex problems into classic but user-first designs. Currently working at Scholar Den and received a 95% stakeholder satisfaction and completed overall 15+ projects in education, IT, e-commerce, athletic, and healthcare domains.

WORK EXPERIENCE

PosterMyWall, Product designer

MAY 2024 – NOV 2025, Lahore

- Work on around 20 major projects to improve their current platform across all verticals.
- Spearheaded the introduction of a section template feature ("Building Blocks") in PosterMyWall's email editor, a data-driven experiment to enhance user efficiency and design flexibility.
- Drove significant adoption with 5,150 blocks added and used in over 5,000 published emails within 7 months, validating the feature's immediate user value.
- Validated user-centric design by achieving a 49.1% attachment rate, demonstrating that nearly half of all users creating emails actively chose and relied on the new feature.

COMSATS University, Assistant Professor (VF)

SEP 2022 – APR 2024, Islamabad

- Taught and mentored over 100 students in the design department across 1st and 5th semesters, achieving a significant increase in student engagement and performance.
- Developed and delivered a comprehensive course on UX design to 5th-semester students, resulting in a 30% improvement in understanding and application of design thinking principles.
- Guided students in the creation of final projects based on in-depth research, leading to the production of 10 high-quality projects that received accolades from both peers and faculty.
- Empowered students through mentorship, resulting in a 50% increase in the number of impressive portfolios that captured the attention of hiring managers.
- Influenced students in summarizing the accomplishments, resulting in a 25% increase in the ability to showcase unique abilities and leave a lasting impression on potential employers.

Scholar Den, Product Designer

APR 2022 – PRESENT, Remote

- Revamped Scholar Den's GRE learning Web app with gamification, leading to a 36% higher engagement rate and a remarkable 70% growth in daily transactions within just three months by improving UX and sale strategy.
- Spearheaded the revamp of the company website, designing fully responsive user portals for mobile devices, resulting in a remarkable 30% increase in the conversion rate.
- Led strategic development of gamified Scholar Den's Vocabulary learning app, acquiring 6k+ downloads on both android and ios with 4.7 rating in tight one-month deadline.
- Managed and led the game development team, including defining diverse levels, and studying user behavior, got a 40% increment of active users and gained new users up to 1000+ on average per month.

Venturedive, Associate UX Designer

NOV 2021 – JUL 2022, Karachi

- Built and shipped 9+ native apps and web applications, including 4 healthcare, 1 recruitment, 1 e-commerce and 3 in-house projects and platforms.
- Designed e-commerce mobile app named Kaizen where users can visualize how the color will look on the walls through app's built-in color visualizer feature, increasing user engagement by up to 40%.
- Supervised project requirements to save 100% time to understand, generating user interface, and Furnishing wireframes and prototypes to explain user experience and gain a better understanding.
- Worked with product managers, researchers, content strategists and engineers in building every product with strong concepts and continuously enhancing them with feedbacks of senior designers and rest of the product team.

Arbisoft, UI / UX Design Intern

SEP 2021 – NOV 2021, Lahore

- Worked on in-house projects as well as US based client as a UX auditor, worked with cross-functional teams to solve design challenges and shape user experiences.
- Receive mentorship from experienced designers, gain practical skills, and participate in workshops to enhance design knowledge.
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Oraan, UI / UX Design Intern

APR 2021 – MAY 2021, Lahore

- Revamped the screens of different flows to enhance user experience of Oraan aap.
- Designed the Icons for their application while maintaining the design consistency.
- Designed the social media posts for linkedIn and other social media platforms.

EDUCATION

B.Design, COMSATS University

SEP 2017 – JUN 2021, Islamabad

Interaction Design Specialization, UC, San Deigo

APR 2020 – NOV 2020, Online

PGD Educational Leadership and Management, AIIOU

AUG 2023 – Continue, Online

ACHIEVEMENTS

Distinctions, B. Design
4th and 6th semester

SKILLS

User Research & analysis

- User Interviews
- Survey
- Contextual Inquiry
- Card Sorting
- Heuristic Evaluation
- Competitive Analysis
- Empathy Mapping
- Personas and Scenarios
- Usability Testing
- User flows
- User Journey Mapping
- Information Architecture

Design

- Wireframing and Prototyping
- Interaction Design
- UI and Branding
- Design Systems and Style Guides
- Figma, XD & Invision
- Illustrator
- Photoshop
- Miro