

HAFSA USMANI

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EDUCATION

Product Design Bootcamp • [CareerFoundry](#) (1 year professional certification) 2024-2025
MS Computer Science • Information Technology University, Lahore, Pakistan (Magna Cum Laude, 3.6 GPA) 2013-2015
BS Electrical Engineering • National University of Computer & Emerging Sciences, Lahore, Pakistan (3.3 GPA) 2008-2012

AI BUILDER - USA

EqualTales • Claude Code, DALL-E - AI children's storybook combating gender bias; Best AI/ML, [#75HER Hackathon](#)
HafsaUsmani.com • Cursor, Claude Code - Portfolio website using AI-assisted prompt-driven development workflow
Interview Sage • Replit - AI-powered interview prep tool with intelligent question generation and real-time feedback
HeadshotAI • Lovable - AI headshot generator for creating professional-quality profile photos from prompts

PRODUCT DESIGNER - SINGAPORE

Health Management App Redesign (Case Study) - Led end-to-end redesign of fragmented diabetes tracking into unified cross-platform experience using Figma, cut task steps by 35%, accelerated daily logging by 40% through UX research, prototyping, and usability testing
Personalized Fitness App (Case Study) - Redesigned fitness tracking for time-constrained professionals by creating goal-based routines and habit-building features, achieving 45% reduction in navigation time and 30% increase in task success through iterative testing

MISCELLANEOUS PROJECTS - SINGAPORE

AWS Certified Solutions Architect - Associate (SAA-002) 2022
Architected and deployed [HafsaUsmani.com](https://hafsausmani.com) using S3-hosted static site with integrated CI/CD pipeline; evangelized AWS serverless technology as AWS Community Builder
Global COVID-19 Tracker 2020
Co-published pandemic information platform within first 2 months of COVID-19, scaling coverage from 30 to 190 countries and achieving 74% increase in daily active users (5K to 8.7K+) through SEO optimization and 100+ languages
Muslim Companion - Google Assistant Action 2019
Developed voice-based app providing global prayer and fasting times; won runner-up in Actions on Google 'Build-it 2019' contest with 4.6/5.0 satisfaction rating after analyzing fast-growing voice assistant market (2.5X YoY growth)

PROFESSIONAL EXPERIENCE - PAKISTAN

Assistant Program Manager • IT Board, Government of Punjab, Pakistan Jul 2014 - Oct 2015
• Transformed child immunization coverage across 36 cities serving 10M+ residents by co-leading development of mobile monitoring app, increasing vaccinator attendance from 21% to 91% and coverage by 18% within first year
• Secured \$XM+ budget approval from Chief Minister Office through data-driven proposal for World Bank initiative
• Led cross-functional team of 3 (UX, Engineering, QA) through full product lifecycle from concept to deployment
Research Assistant • IT Board, Government of Punjab, Pakistan Jul 2013 - Jun 2014
Designed and prototyped water conservation system for purification facilities to reduce clean water wastage

SKILLS & TOOLS

Design: Figma, FigJam, Wireframing, Prototyping, User Research, Usability Testing, IA, Visual Design
Technical: HTML/CSS, JavaScript, Python, AWS (S3, Lambda, SAM), GCP (Cloud Functions), CI/CD, API Integration, Git
AI & Research: Claude, ChatGPT, Prompt Engineering, User Interviews, Personas, Journey Mapping, A/B Testing, Make

COMMUNITY & IMPACT

• Product Builder at [Philly Truce](#) – Leading UX improvements across digital platforms, designing accessible solutions that connect underserved communities to violence prevention resources Jan 2026 - Present
• Volunteered with [Aidha Singapore](#) to provide financial education to migrant domestic workers 2023