

# HAFSA USMANI

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Product Designer with technical foundation in software engineering and proven track record of delivering measurable impact. Combines user-centered design expertise with hands-on development experience to create solutions that drive 30-45% improvements in user efficiency and engagement.

## PROFESSIONAL EXPERIENCE

### 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 by presenting data-driven program proposal for the initiative funded by World Bank, impacting healthcare delivery across Tier 1-3 cities
- 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 across province
- Conducted user research with 250 participants across SEC B/C demographics; implemented feedback-driven improvements resulting in 36% increase in customer satisfaction scores

## PRODUCT DESIGN PORTFOLIO

### Health Management App Redesign

2025

- Streamlined diabetes self-management for users struggling with fragmented tracking by designing unified cross-platform experience, reducing task steps by 35% and accelerating daily health logging by 40%
- Led end-to-end UX research, wireframing, prototyping, and visual design using Figma; conducted usability testing

### Personalized Fitness App

2025

- 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

## TECHNICAL PROJECTS

### Serverless Portfolio Website • AWS

2021

- Architected and deployed [HafsaUsmani.com](https://hafsa.usmani.com) using S3-hosted static site with integrated CI/CD pipeline; earned AWS Certified Solutions Architect - Associate ([SAA-002](#)); evangelized AWS serverless technology as AWS Community Builder (2022)

### 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 (5,000 to 8,700+) through SEO optimization and 100+ language support

### Muslim Companion - Google Assistant Action

2018

- Developed voice-based app providing global prayer and fasting times; won runner-up in Actions on Google 'Build-it 2018' contest with 4.6/5.0 satisfaction rating after analyzing fast-growing voice assistant market (2.5X YoY growth)

## EDUCATION

### Product Design Bootcamp • CareerFoundry

2025

### MS in Computer Science • Information Technology University, Lahore, Pakistan (Magna Cum Laude, 3.6 GPA)

2013 - 2015

### BS in Electrical Engineering • National University of Computer & Emerging Sciences, Lahore, Pakistan (3.3 GPA)

2008 - 2012

## SKILLS & TOOLS

**Design:** Figma, FigJam, Miro, Wireframing, Prototyping, User Research, Usability Testing, Information Architecture, Visual Design

**Technical:** HTML/CSS, JavaScript, Python, AWS (S3, Lambda, SAM), GCP (Cloud Functions), CI/CD, API Integration, Git

**Vibe Coding:** Claude (Anthropic), ChatGPT, Replit Agent, AI Studio, v0 by Vercel, Prompt Engineering

**Research Methods:** User Interviews, Competitive Analysis, Persona Development, Journey Mapping, A/B Testing, Heuristic Evaluation

**AI-Assisted Tools:** Midjourney, Canva, Notion AI, Figma Make

**Leadership:** Cross-functional Team Leadership, Stakeholder Management, Data-Driven Decision Making

## COMMUNITY & IMPACT

**Social Impact:** Raised \$25,000 to provide 400,000+ [meals](#) for 1,100+ families (2019) • [Aidha](#) Volunteer (2023)