




ROSHAAN SAEED

Product Designer & Community Strategist

+92 336 6799991 
roshaan.saeed@hotmail.com 
roshaansheikh.com 

SUMMARY

Experience implementing visual design systems across a range of platforms in an iterative software development environment. One of the pioneers and an advocate of designers' community mobilization in and Techwomen fellow. I create Customer Support Experience, requirement handling and turning them into architecture and prototyping. Known as Community Strategist as I manage Fiverr, Glug, Sketch & Dribbble in Pakistan as their chapter host.

TECHWOMEN FELLOW

Emerging Leader *US State Department of Cultural & Exchange Program (2022)*

EXPERIENCE

- | | |
|---|---|
| LinkedIn
<i>(Feb 2022 - Mar 2022)</i>
<i>Sunnyvale, California</i> | Mentee
During Techwomen Fellowship, It was a privilege to have LinkedIn as my host company. As a mentee on LinkedIn, I got connected with two professional co-mentors. I learned insights about the UX culture, product management, and product designing. |
| Afiniti
<i>(Mar 2019 - Present)</i>
<i>Washington D.C.</i> | Principal Product Designer
As an AI Company, we provide pairing solutions between customers and agents to AT&T and T-Mobile. As a Customer Support Experience designer, my job role is to work initially on the technical requirement handling and turn them into architect flows, wireframes, and dashboards. I have been also involved in the role of UX Researcher, where I created UX research and usability testing strategies and performed surveys to track the customer value proposition. |
| Stipple Tech
<i>(Freelance)</i>
<i>Islamabad.</i> | Creative Director
As part of a newly installed team, I helped instil new processes, rebuilt the creative department, rebranded the agency and brought global communities onboard for it's outreach. Communicating with technical, operations and sales team to manage product design and development |
| Stella Technologies
<i>(Oct 2016- Aug 2017)</i>
<i>Islamabad.</i> | Sr. UX Engineer
Primarily worked on healthcare dashboards to provide users with an instant visual representation of their healthcare KPIs and history maintenance and inspection of quality health data. Worked on end-to-end design solutions including user research, wireframing & UI. Projects involved are: <ul style="list-style-type: none">• Electronic health record system• Hugo PHR• Company's Design Framework |
| Emumba PVT
<i>(Mar 2016 - Sep 2016)</i>
<i>Islamabad.</i> | UX/UI Designer
Worked in collaboration with product management and engineering teams to define project scope and visualize the requirements into wireframes, dashboards, and user flows. During my association with the organization, I got a chance to work with the leading organizations including Al-Jazeera & A10 Networks. |
| Hayat Technologies
<i>(Mar 2013 - Jan 2016)</i>
<i>Islamabad.</i> | Web & Graphic Designer
Involved in designing company portfolios, web design, infographics and other digital marketing campaigns |

PHILANTHROPIST

- Global Shaper **World Economic Forum**
- Chapter Host of **Fiverr Islamabad**
- Official representative of **Glug Islamabad**
- Country Ambassador at **Sketch**

MENTOR/TRAINER

- **Ignite Worldwide**
(UX/UI Mentor) 2022
- **Code For Pakistan**
(UX Mentor) 2020
- **Comsats University Islamabad**
(UX/UI Trainer & Instructor) 2020
- **Facebook CLC**
(CX Lead Trainer) 2020
- **Lift Pakistan Conference**
(CX Lead Trainer) 2019
- **TechCamp Peshawar**
Funded by US State Dept (Lead Trainer) 2019
- **SEED Ventures**
(Mentor) 2018

EDUCATION

BSCS (Software Engineering) *AIOU, Islamabad.*
(2015)

BSC(Applied Psychology) *Punjab University, Lhr.*
(2011)

GLOBAL WOMEN AWARD

Digital Leader *Buenos Aires, Argentina*
(2021)

WORLDBANK HACKATHON WINNER

First Winner *by Worldbank*
(2019)

SPEAKING

- **PIPC**
(Trainer) 2021
- **Connected Pakistan Conference**
(Keynote Speaker) 2021
- **Pakistan Tech Summit**
(Panelist) 2020
- **PPC Conference**
(Guest Speaker) 2020
- **WordCamp LHR**
(Guest Speaker) 2019
- **Lift Pakistan**
(Guest Speaker) 2019
- **Grow Pakistan Conference**
(Panelist) 2019
- **Twincon**
(Panelist) 2018
- **WordCamp ISB**
(Guest Speaker) 2018

SKILLS

Softwares:

- Adobe XD
- Adobe Photoshop
- Figma
- Invision
- Mockplus
- Adobe Illustrator

Competency:

- Rapid Prototyping
- Product Design
- Interaction Design
- Design Research
- User Flows
- UI