

Muhammad Amir Hamza

Product Designer

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[Portfolio ↗](#)

[LinkedIn ↗](#)

Product Designer with 5 years of experience shipping end-to-end digital products across energy, aviation, and eCommerce with a passion for the full arc — from first whiteboard sketch to the moment a real user taps the screen. Leads teams, drives research-informed decisions, and stays hands-on to make sure great ideas ship

Experience

Product Designer & Flutter Team Lead — SkyElectric Inc

Apr 2024 - Apr 2026

- Led end-to-end product design across cloud, mobile, and installer apps — improving energy stats visibility, system controls, navigation, and multi-country scalability
- Acted as Flutter Team Lead for a team of developers during a **4-month** migration from native iOS/Android apps to a unified Flutter codebase, providing daily direction, sprint guidance, and design-to-engineering alignment
- Designed and shipped installer-specific flows for field engineers in Japan, enabling local on-site inverter connection at customer homes — replacing remote-only workflows with a hardware-integrated, offline-capable experience
- Increased referrals by **68%** by consolidating a standalone React app into the main application; **78.5%** of internal teams reported improved referral visibility, with **71.4%** rating submission as "much easier"
- Drove **85.7%** increase in SmartFlow feature engagement post-redesign, measured across Support, NOC, Sales, and Field Engineering teams
- Reduced NOC calls and support contacts by **41%** through in-app tutorials, FAQs, and contextual help — validated by internal team survey

Product Designer & Design Engineer — Jhoolaylaal E-Commerce

Aug 2022 - Present

- Founded and leading Jhoolaylaal, a creator-first eCommerce marketplace for Pakistani artisans — owning product vision, UX strategy, and design end-to-end
- Leading a cross-functional team across web (Next.js) and mobile (Flutter), directing sprints & making product decisions grounded in user research and competitive analysis
- Designed and shipped the buyer mobile app UI, from information architecture and flows to production-ready screens
- Conducted systematic competitive teardowns of platforms including Fiverr, eBay, and Contra to inform core product decisions across discovery, checkout, and creator tools

UI/UX Designer — GlobeWyze

Apr 2023 - Apr 2024

- Delivered UI/UX across aviation, real estate, and team communication platforms including PAF's Aircraft Marketplace.

Associate UI/UX Designer — Codility Solutions

Feb 2022 - Apr 2023

- Led website redesign and delivered UI/UX for SaaS client projects including ERP and school management platforms.

Education

Bachelor's Degree in Information Technology

University of Sargodha, 2014 - 2018

Certificates

Figma UI/UX Design Essentials by Danial Scott

Skillshare, May 2023

MITEFP Entrepreneurship Bootcamp

PlanX, Jun 2016 - Jul 2016

Skills

Tools

- Figma · Framer · Claude Design
- Miro · Webflow · Notion · VS Code
- Photoshop · Illustrator · Affinity

Design

- Design Thinking · Design Systems
- Interaction design · Wireframing
- Prototyping · Responsive Design
- User-centered Design

Research

- User Interviews · User Testing
- User Journey · Usability Testing
- User Research · User Flows
- Information Architecture

Languages

English (Fluent), Urdu (Native)