

Talha Hassan

Product Designer

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Summary

Product Designer with 8+ years of experience in UI/UX design, design systems, and product strategy. Proven track record leading design at startups and scale-ups in the U.S., Sweden, and Pakistan across healthcare, e-commerce, SaaS, and social platforms. Skilled in cross-functional collaboration, user research, prototyping, and delivering developer-ready designs. Led design efforts at Rover, HUCU.ai, and Onbaz, driving end-to-end product experiences through strong UX processes and team leadership.

Experience

Lead Product Designer

Roverai, Portland, USA • Mar 2024 – Feb 2025

- Built and maintained a scalable design system used across product teams to ensure visual and UX consistency
- Identified edge cases and system-level gaps to improve product reliability and user satisfaction
- Collaborated with stakeholders and engineering to map user needs into functional product flows
- Partnered with product managers to shape the roadmap and ensure design efforts aligned with business objectives

Product Designer

Onbaz, Stockholm, Sweden • Oct 2022 – Sept 2023

- Improved branding and user experience for a live shopping platform
- Supported design efforts that contributed to funding from Metapic
- Built and maintained a landing page and design system using Framer

Senior Product Designer

HUCU.ai, Chicago, USA • Nov 2020 – Aug 2022

- Early design hire who created a scalable design system, enabling consistent and efficient product development.
- Led migration to Figma, improving cross-team collaboration and design workflow.
- Designed user-centric solutions for clinical and healthcare professionals by deeply understanding their needs through direct client engagement.
- Iterated multiple design concepts, incorporating client feedback to deliver polished, effective products aligned with business goals.

Senior Product Design Consultant

Beatly, Stockholm • Sep 2021 – Sep 2022

- Improved creator onboarding, reducing drop-off with clearer UX and guided flows
- Designed and launched analytics dashboards for brand partners
- Maintained design system consistency across product and marketing

Product Design Consultant

Shopdev • Nov 2020 – Jan 2025

- Audited and optimized branding, UI/UX, and internal design processes to improve delivery speed and consistency
- Ran stakeholder interviews and synthesized insights to align teams and support timely, high-quality output
- Helped grow a key skincare client account, leading to more design hires and ongoing business for the agency

Product Design Consultant

Kollin, Stockholm • Oct 2020 – July 2021

- Sole designer on team; delivered product from ideation to prototype and final handoff
- Conducted user interviews and usability testing to validate product-market fit

UI/UX Consultant

Red Buffer • Jan 2019 – Aug 2022

- Delivered end-to-end product design for a key client with positive feedback
- Defined UX flows through direct client collaboration
- Produced high-fidelity designs that streamlined development handoff

Product Design Consultant

Split Stockholm • Mar 2020 – Sep 2020

- Brought prior industry experience to lead a fast-paced design project, aligning design, dev, and client teams
- Contributed to internal product improvements through UX research and iterative design
- Extended beyond initial contract due to successful delivery and strong collaboration

Lead UI/UX Designer

Shopistan • Apr 2018 – Jul 2019

- Oversaw company-wide UI/UX delivery across client projects
- Mentored junior designers and led team reviews to raise quality standards

Senior UI/UX Designer

Shopistan • Oct 2017 – Apr 2018

- Took ownership of a pre-launch e-commerce product, leading a UX revamp ahead of release
- Conducted qualitative research to identify key usability issues and improve user experience
- Delivered updated designs that supported a successful launch

UI/UX Designer

Shopistan • Dec 2016 – Oct 2017

- Improved checkout flow UX, enhancing customer experience
- Supported design iterations across e-commerce features

Graphic Design Intern

Shopistan • Aug 2016 – Dec 2016

- Designed banners, ads, and marketing assets for fashion clients

Education

Hyper Island, Stockholm • Professional Diploma in Design Leadership • Aug 2019 – Aug 2020

SEECs, NUST • B.E. Electrical Engineering • Sep 2009 – Aug 2013

University College Lahore • A-Levels (Math, Physics, Chemistry) • Sep 2006 – Jun 2008

Beaconhouse School System • O-Levels (Math A, Add. Math A, Physics A, Chemistry B) • Aug 2003 – Jun 2006

Skills

- Figma
- Framer
- Sketch
- Adobe Photoshop & Illustrator
- After Effects
- Zeplin
- InVision Studio
- Trello

Interests

- Drums & Percussion
- Bouldering
- Table Tennis
- Sketching/Doodling
- Movies & Documentaries