



Talha Zahid

Product Designer

I design intuitive, user-centric experiences that drive engagement and conversions.



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Links



Portfolio



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github.com/talhazahid

Professional Summary

UI/UX Designer with 10+ years of experience in creating intuitive, user-friendly interfaces. Skilled in both design and development, allowing seamless collaboration with cross-functional teams. At Sastaticket.pk, I optimized the flight booking experience, increasing conversions from 7.5% to 11.5% through UX improvements and A/B testing. Passionate about data-driven design, usability, and creating experiences that drive engagement and business growth.

Experience

Product Designer Sastaticket.pk	August 2024 – Present
UX Manager NXTLABS	Oct 2020 – Aug 2024
UI/UX Team Lead Innovative Solutions	Apr 2020 – Oct 2020
Senior UI/UX Designer & Developer Netpace	Aug 2013 – Mar 2020
UI/UX Designer Arpatech	July 2011 – Jul 2013

What I do

UI/UX Design	HTML, CSS, & Frontend Collaboration
User Research & Testing	SEO & Accessibility Best Practices
Wireframing & Prototyping	Design Systems & Component Libraries
UX Audits & Heuristic Evaluations	VWO & Smartlook (A/B Testing)
A/B Testing & Data-Driven Design	

Education

Bachelor of Arts Karachi University	2009 – 2011
Communication Designing Karachi School of Arts	2009 – 2011
Diploma in Graphic Designing Arena Multimedia	2004 – 2009

Professional courses

MOBILE USER EXPERIENCE
ACCESSIBILITY: HOW TO DESIGN FOR ALL
HUMAN-COMPUTER INTERACTION – HCI
INFORMATION VISUALIZATION
CONDUCTING USABILITY TESTING