

Bareerah Iftikhar

Senior Product Designer · Fintech, B2B SaaS, AI-native

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/ SUMMARY

Senior Product Designer with 6+ years shipping to real users across fintech, payments, and B2B SaaS — from a 43M-user consumer wallet to corporate spend, PropTech, and 0→1 AI-native products. I own the loop from problem framing through instrumentation and post-launch reviews.

/ SELECTED OUTCOMES

- KYB completion time cut from 50 min to 15 min at Qashio · +22% activation.
- Send Money reduced from 5 → 3 steps at JazzCash · +15% transaction success on 43M+ MAU.
- Receipt Inbox at Qashio · 80% active-user adoption in month one · –40% duplicates.
- Profolio adopted by 200+ agencies and 50,000+ agents across MENA.
- Bulk Payments at JazzCash · +20% adoption within three months.

/ EXPERIENCE

UAE PropTech Startup (contract) · Product Designer

2026 — Present

Owning a 0→1 residential property management SaaS end to end. AI-assisted prototyping with Lovable, Cursor, and Claude, validated with property managers before each iteration.

Qashio · Product Designer

2024 — 2026

Redesigned KYB and auto-onboarding — cut completion from 50 to 15 minutes and lifted activation by 22%. Owned invoice & receipt system: 80% adoption in month one, –40% duplicate submissions. Built the scalable design system across mobile and web.

WalletWise · Founding Product Designer

2023 — 2024

Sole designer on a multi-currency consumer expense app. IA, personas, flows, and a component library from scratch. –40% task steps versus competitor benchmarks.

Dubizzle Labs (Bayut / dubizzle · via Systems Limited) · Product Designer

2021 — 2023

Redesigned Profolio, the real-estate whiteboard platform used by 200+ agencies and 50,000+ agents across MENA. Designed Dubizzle Jobs from scratch. Contributed to BayutPro mobile.

Systems Limited · **User Experience Designer**

2019 — 2021

Shipped for JazzCash (43M+ MAU). Send Money 5→3 steps, +15% success rate. Bulk Payments +20% adoption in three months. Designed CRM for MattressFirm (24,000 stores).

/ PRACTICE

Design & Research

End-to-end product design · User research · Usability testing · A/B testing · Design systems · Journey mapping · UX writing · Stakeholder presentations

Fintech Domain

Payments UX · KYB / KYC · Expense management · Invoice processing · Card controls · Financial dashboards · Digital wallets · Onboarding

Tools & AI

Claude · Cursor · Lovable · Figma · PostHog · FigJam · Miro · Adobe CC

/ EDUCATION

BS Computer Science (Hons) — Forman Christian College