

MUHAMMAD SARIB

Product Designer

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Product Designer with 3+ years of experience designing intuitive digital products through UX research, information architecture, wire framing, prototyping, and high-fidelity UI design. Experience includes **FlyRank AI**, freelance client projects, and redesigning the Bykea ride-booking experience by simplifying a complex booking flow and modeling a **potential annual revenue uplift of PKR 219M–438M**. Currently pursuing a **Bachelor of Science in Artificial Intelligence (CGPA: 3.98)**, applying product thinking to create experiences that improve usability and product adoption.

WORK EXPERIENCE

FlyRankAI

AI Design Intern

07/2026 - 08/2026

- Researched competitors, user needs, and industry best practices to inform the design of a **Subscription Cancellation & Transparency Management** platform.
- Developed user personas, user journeys, information architecture, and wireframes to design intuitive user experiences for the capstone project.
- Collaborated throughout the end-to-end product design process in Figma, from research and ideation to interactive prototypes, applying UX principles and design thinking.

PROJECTS

Bykea Booking Experience Redesign | Personal Project •

07/2026 - 07/2026

- Redesigned Bykea's ride-booking experience by identifying cognitive overload caused by multiple competing actions on the home screen through UX analysis and heuristic evaluation.
- Simplified the booking flow into a guided, step-by-step journey using user flows, wireframes, and high-fidelity prototypes, reducing decision complexity and improving first-time usability.
- Modelled a **potential annual revenue uplift of PKR 219M–438M** based on a projected **5–10% increase in booking conversion**, demonstrating the business impact of reducing user friction.

SKILLS

TECHNICAL & SOFT SKILLS

- Figma
- Figma Auto Layout
- Interactive Prototypes
- UI/UX Design
- Design Systems
- Design Tokens
- Components & Variants
- WireFraming & Prototyping
- Mapping Information
- UX Research
- Heuristic Evaluation
- Usability Testing
- Architecture User Flows
- User Journey
- Google Stitch
- Claude
- Communication
- Problem Solving & Analytical
- Team Work

EDUCATION

Undergraduate in Artificial Intelligence

DHA Suffa university
GPA: 3.98/4.00
10/2025

A' Levels in Computer Science

Private
08/2023 - 06/2025

Sparks Overload | Client Project • 01/2026 - 02/2026

- Designed a brand-aligned web experience for a luxury camping heater company, communicating product safety, durability, and climate-control features.
- Created high-fidelity user interface landing page for the company backed with UX research
- Defining visuals that do not kill the User's experience by usability testing.

Real Estate Web Platform | Client Project •

09/2025 - 10/2025

- Designed a **30-screen** high-fidelity web platform for a Dubai-based real estate agency during a **1.5-month solo engagement**.
- Delivered end-to-end design assets, including user flows, wireframes, component library, design tokens, and developer-ready Figma handoff.
- Built a scalable design system using Auto Layout, reusable components, interactive states, and responsive layouts to streamline implementation.

VOLUNTEERING & LEADERSHIP

Kingsley American School • 01/2022

School HeadBoy

Kingsley American School • 01/2022

School's Cricket Team captain