Amir Hamza "arny"

Product Designer with 4+ years of experience building products in fast-paced and dynamic cross-functional environments

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Experience

ARYEL
Product Designer
March 2023 - Current

- Built the Gentle Behavior System for display creatives: +12% average engagement (direct win for the core business).
- Design System: improved visual consistency and sped up feature delivery by 30–40% across the suite.
- Owned Ads Manager + Builder + Display Ads end-to-end, turning user insights into product direction and dev-ready UX/UI in close partnership with the COO, Design Manager, PMs and engineers.
- Shipped 50+ features, including AI mode (chat + system logic), cutting time-to-first-ad by 80%.
- Ran dozens of usability tests (remote + in-person), turning insights into prioritized product improvements.
- Launched 5+ campaign/product landing pages for launches and marketing initiatives.

ASSE THERM
Service Designer
August 2021 - July 2022

- Research B2B target audiences based on business goals.
- I designed the visual and digital identity, through the creation of social media and editorial elements and website design and development.
- In addition to this, optimisation of 75% internal service paths for team members and external service paths for customers.

NCLOUD
Web Designer
February 2020 - April 2021

- Designed web, mobile and desktop applications.
- Design and redesign responsive websites for different types of businesses, including Ncloud itself and Acer Netherland.
- Helped multiple businesses craft their online presence.

Skills

Figma	Adobe Suite
HTML/CSS/JS	Blender
Cursor / Codex	Hotjar

Languages

Italian   English   Urdu

Links

Portfolio   LinkedIn

+