

HAFSAH ZULAFIQR

PRODUCT DESIGN MANAGER

Dubai, UAE | +971-509752561 | Hafsah.zulafiqar@gmail.com | [Portfolio](#)

EMPLOYMENT

CUSTOMER EXPERIENCE & DESIGN MANAGER

DEC 2025 - PRESENT

FITT MEALS - DUBAI

- Improved conversion rate by **146%** through end-to-end UX and CX optimization of the customer journey.
- Reduced bounce rate from **28% to 7%** by redesigning key site touchpoints and streamlining the user flow.
- Increased add-to-cart rate by **up to 30%** through iterative design testing and experience improvements.
- Expanded scope into growth and marketing strategy, driving **30% growth** against YoY targets and achieving the **highest revenue** and **highest customer numbers** in FITT Meals' history.
- Built and led a **3-person team** (social media manager, brand manager, graphic designer) to plan and execute integrated growth campaigns.
- Redesigned CRM lifecycle flows — winback, expiry, e-commerce, and welcome journeys — increasing customer winback by **20%** and lifting conversion across the customer journey.
- Developed and executed a social media strategy that achieved **400% growth** in sales from social media and grew the following by **500+ new followers** in a single month.

PRODUCT DESIGNER — CONTRACT

JUN 2025 - DEC 2025

PUREHEALTH - DUBAI

- Owned CRM, ERP, and graphics design within the marketing function across a **6-month** contract engagement.
- Redesigned internal systems and workflows end-to-end, improving operational efficiency by **50%**.

PRODUCT DESIGNER

OCT 2024 - JUN 2025

KAHUNAS - DUBAI

- Ran a full UX audit of the Kahunas GTM app and led the resulting redesign and restructuring, setting a target of **50% growth** in users.
- Led the revamp of AI-driven modules to lift user engagement and materially cut ticket volume and dependence on the CS team.
- Led the UX overhaul of the J3U and hypertrophy coach app as a service provider, redesigning core flows to raise user experience quality and retention.

PRODUCT DESIGNER

APR 2024 - SEPT 2024

KASO - DUBAI

- Drove design of B2B products, running user research and usability testing to validate designs and define SLIs with engineering.
- Introduced NPS feedback loops and shipped new supplier-portal features, increasing revenue by **20%**.

CX/UI DESIGNER

AUG 2023 - APR 2024

PURECS (PUREHEALTH) - DUBAI

- Led the redesign of the Pura super-health app, improving user satisfaction by **60%** through A/B testing, focus groups, and rapid prototyping.
- Applied the Double Diamond methodology to user research, uncovering pain points and shipping features that addressed core user needs.
- Conducted task analysis and built wireframes and prototypes, refining the UI iteratively based on user feedback.

- Designed a cybersecurity dashboard for a mega facility in Abu Dhabi, improving incident-response efficiency and driving a **50% revenue increase**.
- Researched security professionals' workflows to improve usability and data readability, contributing to the project's success.

PRODUCT DESIGNER II

APR 2022 – JUL 2023

JUGNU

- Designed and optimized experiences across **4 B2B retail apps**, from MVP through high-fidelity prototypes.
- Led a complete UX overhaul of the Retailer app in **3 months**, driving a **60% increase** in user acquisition and significant profit growth.
- Introduced service design practices to reduce interaction costs and streamline operations.
- Used data insights, A/B testing, personas, and Clevertap analytics to iteratively improve engagement across the remaining 3 in-house apps.
- Optimized delivery-app routing and rider incentives, maximizing space and fuel efficiency.

DESIGNER

JUN 2021 – APR 2022

HAPPA STUDIOS

- Delivered branding, multimedia, and social content for multiple client brands at an in-house agency, including shoot production and brand-awareness campaigns.

EDUCATION

Bachelor's in Product Design — National College of Arts (2017–2020)

Graduated with Distinction in Product Design, 3.7 GPA.

CERTIFICATIONS

Certified Usability Analyst (Upcoming)

Exam by Human Factors International.

AI for Designers 2024

Learning to leverage AI tools to streamline the design-thinking and implementation process.

UX Strategist 2023

Certification from Udemy in UX strategy and principles.

Design Thinking 2023

Certified design-thinking practitioner; solving complex real-world problems.

Human Computer Interaction 2022

Evaluating user experience through user tests and expert evaluations — IXDF.

SKILLS

Continuous Discovery | Creating Personas | Affinity Mapping | Wireframing | Prototyping | User Testing | OST | Double Diamond Framework | CRM & Lifecycle Design | Growth Strategy