Portfolio

Aymen Rizwan

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Design Experience

Senior Product Designer at Deel • Remote — Jun 2026 – *Present*

All-in-one global HR and payroll platform

- Lead integration experiences across accounting, HRIS, and Knowledge Base domains.
- Designing self-service copilot experiences for integration setup, alongside an agentic flow using a UI builder to enable non-technical clients to create apps and integrations.
- Design a command center to diagnose and auto-resolve issues, **fixing 54% of HRIS errors.**
- Build a design-to-dev tool to accelerate design system iterations and flag non-compliant components.

Senior Product Designer at StudySmarter/Vaia • Remote — Aug 2025 – Feb 2026

AI-driven subject-agnostic tools designed to aid learning.

- Worked on core learning experiences, including adding a new language-learning mode and enabling AI-assisted co-creation of personalized learning paths.
- Contributed to premium growth through monetization experiments in the flagship learning mode, resulting in a **33% uplift in premium revenue**.

Senior Product Designer at Lingoda • Remote — Jan 2022 – Jul 2025

Online language school providing language courses with 24/7 live classes and supporting material

- Designed key learning features within the Learning Experience pod, including flashcards, a vocabulary trainer, Lingobites practice activity, and guided onboarding— helping **increase self-learning activities/ user by ~2.5x**.
- Led design for the launch of Lingoda's **first mobile app**, focusing on on-the-go practice and habit formation.
- Worked on the Teacher Portal, supporting a full redesign of the platform, streamlining class bookings, and creating course management features.

Partner, Product Design at dli5 • Pakistan — Oct 2020 – Jan 2023

Design and research collective that focuses on trying to make UX accessible

- Part of a 3-person team that worked with additional collaborators on branding & product design services.
- In ~2 years worked with **10 local and US-based clients** seeing gains of over **30,000 USD**.
- Oversaw all product design projects and worked on company branding, design management and hiring.

Product Designer at Springboard Collaborative • Remote — Jun 2020 – Dec 2021

Non-profit closing the literacy gap between home and school through year-round programming

- Sole product designer on 3 digital products that **8000+ families** use across **108 sites** in the country.
- Worked on the *Family Companion* (mobile portal to aid programming at home), *Teacher Companion* (portal for program management and data reporting) and *Schmidt*, a data-collecting tool to gauge reading ability for K-3rd graders.

Freelance Product Designer • New York & Lahore — Dec 2018 – Apr 2020

- Worked with a team of 3 designers, coordinating and launching multiple UX, UI & illustration projects for SABAQ (ed-tech platform).
- Led research & user testing to redesign the core product for *Paitoo* (food-discovery platform).
- Redesigned and developed the UI for the core product for *Sharebite* (food-ordering platform for businesses).

Product Design Intern at **Lightup** • San Mateo, USA — Oct 2017 – Mar 2018

Ed-tech startup making augmented-reality based mobile games for learning

- Designed and developed a prototype and conducted user testing sessions for an augmented-reality game.

Education

Stanford University *MA Learning, Design & Technology* Aug 2017 - Aug 2018

Selected Coursework: HCI Research, HCI Design Studio, UI Design Project, Visual Design Fundamentals, Cognition in Interaction Design, Design Sketching, PM Fundamentals, Data Analysis & Interpretation, Technology for learners

Lahore University of Management Sciences *B.Sc Computer Science* Aug 2012 - May 2016

Awards

Best in category for Empowering and **Finalist for Expressing category** at **Interaction Awards (IXDA 2021)**

My graduate school project *Basheer* (a game that develops computational thinking in novice-technology users) won these awards from over **351** submissions from **39 different countries**.

Technical Skills

LLM-driven workflows, Figma, Rive, HTML/CSS, Javascript, Davinci Resolve, Adobe Lightroom, Ableton Live

Other Experience - Engineering, Product & Teaching

Software Engineer at **Earnin** • Palo Alto, USA Dec 2018 – Mar 2020

Fin-tech product allowing users to draw small amounts of their paycheck before payday

- Worked on growth & risk teams, designing & launching experiments and features for **100k+** users
- Analyzed data to inform experiments and deduce their success
- Led design and development of an internal bank system from scratch for product testing across the company

Engineering, Product and Content at **Patari** • Lahore, Pakistan May 2015 – Aug 2017

Pakistan focused music streaming service

- Launched marketing efforts, created video content, liaised with artists and led curation of music
- Led standups, sprint planning & code reviews for a team of **3 developers**
- Mentored interns, designing projects boosting website loading time by **9x**, and analytics queries by **99%**.
- Developed across the stack building user-facing features including subscriptions, recommendations and search

Teaching Assistant Sep 2015 – Aug 2018

CS 193C – Client-Side Internet Technologies at ***Stanford University***
CS 493 – Technology & Entrepreneurship, and CS 340 – Databases at ***LUMS***