HAFSA USMANI

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EDUCATION

Product Design Bootcamp • CareerFoundry (1 year professional certification) — 2024-2025
MS Computer Science • Information Technology University, Lahore, Pakistan (Magna Cum Laude, 3.6 GPA) — 2013-2015
BS Electrical Engineering • National University of Computer & Emerging Sciences, Lahore, Pakistan (3.3 GPA) — 2008-2012

AI BUILDER - USA
2026

HafsaUsmani.com • Cursor, Claude Code - Portfolio website using AI-assisted prompt-driven development workflow

Interview Sage • Replit - AI-powered interview prep tool with intelligent question generation and real-time feedback

HeadshotAI • Lovable - AI headshot generator for creating professional-quality profile photos from prompts

GhostSplit • Google Firebase - Full-stack app using serverless architecture and real-time database

PRODUCT DESIGNER - SINGAPORE
2025

Health Management App Redesign (Case Study) - Led end-to-end redesign of fragmented diabetes tracking into unified cross-platform experience using Figma, cut task steps by 35%, accelerated daily logging by 40% through UX research, prototyping, and usability testing

Personalized Fitness App (Case Study) - Redesigned fitness tracking for time-constrained professionals by creating goal-based routines and habit-building features, achieving 45% reduction in navigation time and 30% increase in task success through iterative testing

MISCELLANEOUS PROJECTS - SINGAPORE

AWS Certified Solutions Architect - Associate (SAA-002) — 2022
Architected and deployed HafsaUsmani.com using S3-hosted static site with integrated CI/CD pipeline; evangelized AWS serverless technology as AWS Community Builder

Global COVID-19 Tracker — 2020
Co-published pandemic information platform within first 2 months of COVID-19, scaling coverage from 30 to 190 countries and achieving 74% increase in daily active users (5K to 8.7K+) through SEO optimization and 100+ languages

Muslim Companion - Google Assistant Action — 2019
Developed voice-based app providing global prayer and fasting times; won runner-up in Actions on Google 'Build-it 2019' contest with 4.6/5.0 satisfaction rating after analyzing fast-growing voice assistant market (2.5X YoY growth)

PROFESSIONAL EXPERIENCE - PAKISTAN

Assistant Program Manager • IT Board, Government of Punjab, Pakistan — Jul 2014 - Oct 2015
• Transformed child immunization coverage across 36 cities serving 10M+ residents by co-leading development of mobile monitoring app, increasing vaccinator attendance from 21% to 91% and coverage by 18% within first year
• Secured $XM+ budget approval from Chief Minister Office through data-driven proposal for World Bank initiative
• Led cross-functional team of 3 (UX, Engineering, QA) through full product lifecycle from concept to deployment

Research Assistant • IT Board, Government of Punjab, Pakistan — Jul 2013 - Jun 2014
Designed and prototyped water conservation system for purification facilities to reduce clean water wastage

SKILLS & TOOLS

Design: Figma, FigJam, Wireframing, Prototyping, User Research, Usability Testing, IA, Visual Design
Technical: HTML/CSS, JavaScript, Python, AWS (S3, Lambda, SAM), GCP (Cloud Functions), CI/CD, API Integration, Git
AI Tools: Claude (Anthropic), ChatGPT, Replit, AI Studio, v0 by Vercel, Prompt Engineering, Notion AI, Figma Make
Research Methods: User Interviews, Competitive Analysis, Persona Development, Journey Mapping, A/B Testing

COMMUNITY & IMPACT

• Volunteered with Aidha Singapore to provide financial education to migrant domestic workers — 2023
• Raised $25,000 with Rizq Pakistan to provide 400,000+ meals for 1,100+ families — 2019