

## **AMNA SALEEM**

Riyadh, Saudi Arabia | Open to Remote/Hybrid Roles

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Design Lead with 10+ years of experience across product design, UX/UI, branding, and illustration. Combines strong visual design with structured UX thinking to deliver cohesive digital products and brand experiences. Proven ability to lead design projects, collaborate with stakeholders and drive cross-functional execution from concept to delivery.

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### **WORK EXPERIENCE**

#### **Independent Design Consultant | Remote | Feb 2013 – Present**

Built a strong referral-driven client base with repeat engagements and international project exposure by providing design services to startups, established businesses and international clients across branding, UX/UI, product design and illustration work.

- Worked with the founders of a New York-based venture capital firm, leading the design of communication and marketing assets including investor decks, LP reports and newsletters
- Worked with the founder and CEO of a US-based health-tech startup to build a care-providing app along with pitch decks and marketing collateral
- Partnered directly with founders of a US-based logistics startup to build a fleet management dashboard
- Delivered branding design and illustration work for clients across healthcare, consumer, textile and startup sectors in Pakistan. Clients included Reckitt Pakistan, Indus Hospital, Pakistan Agricultural Coalition, Artistic Mills and several startups

#### **Genoa Telepsychiatry | Remote | Oct 2019 – Mar 2024**

Promoted from contractor Marketing Designer to full-time Designer and later to UX/UI Designer based on strong performance, cross-functional demand and expanding product ownership.

#### **UX/UI Designer | Mar 2022 – Mar 2024**

- Led UX/UI initiatives across Growth, Operations, Care Delivery, Payor Solutions and Engineering teams, collaborating closely with senior leadership, product managers and engineers
- Owned the product design lifecycle including user interviews, workflow mapping, wireframes, prototypes, usability testing, and final UI design for an internal teams portal, TH-Connect, optimizing operational workflows in the CRM and Asana, reducing task completion time and provider shortlisting time by half
- Led the design process for a digital platform, TeleHarmony, used by Genoa Telepsychiatry providers for onboarding, time entry and reimbursement processes, resulting in enabling providers to see and edit

their billings, and enabling internal teams to track the billings in CRM and identify providers over and underbilling

- Led the design initiatives across member and provider journeys for 1DocWay's virtual care platforms. Key highlights included SSO integration, multi-payor support, streamlined registration and follow-up booking flows for members, contributing to an increase in registration, appointments and revenue uplift

### **Designer (Full-Time) | Feb 2020 – Mar 2022**

- Scope increased beyond Marketing into Growth, Operations, Payor Solutions and Care Delivery
- Collaborated with product managers from multiple teams to develop style guides and features for new product launches and UX enhancements to be incorporated in subsequent updates

### **Marketing Designer (Contract) | Oct 2019 – Feb 2020**

- Designed and maintained corporate website pages, newsletters, social media assets, flyers and posters, reporting to the Marketing Team

### **2D Artist, we.R.play | Remote | Aug 2015 – Apr 2020**

Progressed from freelance comic artist to full-time 2D Artist with expanded responsibilities across campaigns, game art, UI, storytelling and creative ownership.

#### ***Run Sheeda Run:***

As the Creative Lead on this project, I worked directly with the CEO to develop and execute *Run Sheeda Run Comics* (a project based on *Run Sheeda Run's* mobile game). I worked with a team of content writers and illustrators and managed end-to-end delivery of the project. This included:

- Conceptualising and developing the script, storyboard, characters and environments for *Run Sheeda Run Comics*, both digital and print
- Collaborating with motion design artists and developing assets for *Run Sheeda Run's* animated shorts
- Managing *Run Sheeda Run Comics'* digital presence including the website, social media and newsletter content and design and ensuring that all external communications were in-line with the *Run Sheeda Run* branding
- Liaising with vendors and operations teams to deliver print versions of the comics

#### ***Other projects:***

- Developed storyboards, illustrations and game assets for *Explottens*, featured on Apple Arcade, with a team of project managers, motion design artists and illustrators
- Developed storyboards, line art and backgrounds for *Legends of Learning*, in collaboration with the project managers and Art Director
- Designed the UI and illustrations for *QuizWiz*, a mobile app game by Telenor Pakistan and produced assets for projects including *Wizarding World*, *Game of Thrones Conquest*, *Carrom Heroes* and other titles with a team of project managers, engineers and motion design artists

## **Creative Associate, Voostudio | Karachi, Pakistan | Feb 2016 – Dec 2016**

Delivered design solutions and managed client engagements for an e-commerce platform offering on-demand design services.

- Led UX/UI design for Voostudio's digital platform, including interface design, branding and visual systems
- Owned client engagements including pitching, onboarding and delivery of design projects for multiple clients including Searle Pakistan and Yayvo.com

## **Creative Lead, The Nest I/O | Karachi, Pakistan | Apr 2015 – Jan 2016**

Led design support and creative direction, within a startup incubator backed by Google for Entrepreneurs, working with early-stage startups across branding and product design and reporting directly to the CEO.

- Worked directly with the founders and teams of 25+ startups to translate early-stage ideas into clear, user-focused product and brand experiences
- Led delivery of reports, presentations, and marketing collateral for internal programs
- Created an original weekly comic series to increase community engagement and social media reach

## **Creative Lead, P@SHA | Karachi, Pakistan | Apr 2015 – Jan 2016**

Led branding and communication design for Pakistan's leading technology industry association.

- Designed brand identity and campaign collateral for the P@SHA ICT Awards 2015
- Produced reports, print collateral, web assets, and social media content for industry initiatives
- Worked closely with marketing and content teams to ensure consistency across all communication channels

## **Design Executive, Artboard | Karachi, Pakistan | Jan 2015 – Apr 2015**

- Created UI and illustrations for *3 Bahadur*, the official game for Pakistan's first animated feature film

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## **EDUCATION**

### **Indus Valley School of Art & Architecture**

Bachelor of Design (Graphic Design, Minor in Illustration) | 2014

Graduated with Distinction (3rd Highest GPA)