Hamad Muhammad Salim

Senior Product Designer

hamadmsalim.com
hamadmsalim@gmail.com
linkedin.com/in/hamadmsalim

PROFILE

Senior product designer with ten years across fintech, ride-hailing, commerce and AI, much of it for people new to paying digitally in Pakistan, Saudi Arabia and the UAE. I lead design end to end, from field research and strategy with founders to shipping the frontend myself, and I have built and led design teams.

SELECTED IMPACT

+36%
Day-2 retention after the onboarding redesign · Careem

3×
new users who get the answer they came for · Articos

$40K+
saved a month by identifying tourists at sign-up · Careem

20 days
to EBITDA positivity for a new hiring module · Qureos

EXPERIENCE

Mar 2025 – now
Remote, UAE

Disrupt.com · Product Design Consultant

- Lead design for Articos, an AI customer-research platform. Rebuilt the study flow and report so the product drafts the work and people steer it: the share of new users who get an answer tripled, and repeat studies more than doubled.
- Talk to customers almost every week. One in five people from those calls went on to buy, and they now act as design partners.
- Ship most of the frontend as my own pull requests, designed in code with Claude Code and reviewed by engineers.
- Ran MVP-in-a-day workshops and shipped production-ready MVPs within days. Set up the design function, then handed it to a Head of Design; design work supported growth to more than 100 paying customers.

Feb 2023 – Mar 2025
Remote, UAE

Careem · Senior Product Designer, Onboarding & Acquisition

- Led the onboarding redesign for Careem's super app across Pakistan, Saudi Arabia and the UAE, with five product squads. Measured over eight weeks against the old flow: Day-2 retention +36%, onboarding completion +18%, profile completion +24%.
- Designed sign-in security for wallet-linked accounts, a Careem PIN with WhatsApp and SMS codes, and account-takeover attempts fell.
- Added a tourist toggle at sign-up that saves more than $40,000 a month, and timed the Careem Plus trial to lift first-time subscriptions by 5–7%.
- Delivered CPay payments for captains in the UAE and a redesigned captain sign-in across markets. Mentored designers across a 40-person design team.

Jun – Dec 2022
Remote, UAE

Qureos · Product Designer, first design hire

- Designed the Product-Based Hiring module, which reached EBITDA positivity within 20 days of launch.
- Built the company's first design system and product design process, and helped the Product Director hire and onboard.

Mar 2021 – Jun 2022
Karachi

Savyour · Product Design Manager

- Set design strategy for a cashback app in a market where cashless adoption was under 2%, redesigning home, search and the wallet around personalisation and transparency.
- Built BURAQ, a design system of more than 200 components, and hired and managed a team of five designers.
- Tested prototypes remotely with more than 50 people during the pandemic.

2020 – 2021
Karachi

Retailo · Lead Product Designer, six-month consulting role

- Took design, product and engineering on shadow visits to shopkeepers across Karachi, then ran 15 usability sessions at the monthly retailers' convention.
- Designed a pictorial catalogue, sign-in in Urdu and Arabic, and WhatsApp support for B2B ordering.

Oct 2019 – Mar 2021
Karachi

Designist · Product Designer

- Designed for PureVPN, Mux Life and Husaini Blood Bank, and single-handedly launched a home sample-collection pilot for Husaini.

Sep 2016 – Sep 2019
Karachi

rocketman studio · Product Designer

- Designed for TCF, ThalNova and IAK (USAID), including a visual redesign across more than 100 components and a localised service-design toolkit.

ALSO

Education

BA, Media Science (Communication Design)
SZABIST Karachi, 2016

Talks and writing

"Design systems: how to ensure leadership buy-in", article
"Service Design Basics", talk at Habib University, 2019

Trainer at design meetups across Pakistan, and design bootcamps for young people from underprivileged communities

Languages

English, proficient
Urdu and Hindi, native