Amir Hamza

Product Designer with 4+ years of experience building products in fast-paced and dynamic cross-fuctional enviroments

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Experience

Aryel (AdTech)
UX Designer
March 2023 - Current

- Evolved the Design System, improving visual consistency and speeding feature delivery by 30–40% across the suite.
- Owned the core suite (Ads Manager + Builder + Display Ads) end-to-end, translating user insights into product direction and dev-ready UX/UI with COO, PMs and engineers.
- Shipped 50+ features, including **AI mode** (chat + system logic), cutting time-to-first-ad by 80%.
- Created the Gentle Behavior System for display creatives, boosting avg engagement by 12% (a direct win for the core business); launched 5+ campaign/launch landing pages.
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Asse Therm
Service Designer
August 2021 - July 2022

- Research B2B target audiences based on business goals.
- I designed the visual and digital identity, through the creation of social media and editorial elements and website design and development.
- In addition to this, optimisation of 75% internal service paths for team members and external service paths for customers.

NCloud (Agency)
Web Designer
February 2020 - April 2021

- Designed web, mobile and desktop applications.
- Design and redesign responsive websites for different types of businesses, including Ncloud itself and Acer Netherland.
- Helped multiple businesses craft their online presence.

Skils

HTML/CSS/JS	Adobe Suite
Figma	Hotjar
Clo3D	Blender

Languages

Italian   English   Urdu   Hindi

Links

Portfolio   Behance   LinkedIn