

John Smith

Product Designer

john.smith@samplemail.com · +92 300 1234567 · samplecity, PK · sampleportfolio.com

EXPERIENCE

Senior Product Designer

2023 – Present

Sample Studio, Sample City

- Lead designer for a SaaS dashboard used by 40,000+ monthly users.
- Built and maintain the company design system across web and mobile.

UI Designer

2021 – 2023

Bright Agency, Sample City

- Designed marketing sites and e-commerce experiences for 15+ clients.
- Improved average client conversion rate by 18% through UX testing.

EDUCATION

BDes Communication Design

2021

Sample Institute of Design

SKILLS

Figma	Design Systems	Prototyping	User Research	HTML/CSS
Illustration				