SYED SARIB SULTAN

PRODUCT DESIGNER · ISLAMABAD, PK

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EXPERIENCE

HeyOz
Senior Product Design Engineer
Jun 2026 — Present
US · Remote

Product design, growth, and engineering at HeyOz, an AI ad-creative platform for DTC brands and agencies. I design the core creation experience and ship parts of it in code.

Core Product. Designed the image and video studios, now the two most used surfaces in the product. Weekly visits to them grew more than **40x** in four months.

Composer & AI. Designed the shared prompt composer with brand controls, then designed and built Enhance, a one-click prompt rewrite. Weekly active creators grew from near zero to well over **1,000**.

Reliability. Added a creative-direction stage and a stronger default image model. Failed generations **more than halved**.

Growth. Designed the pricing page, the AI model pages, and the onboarding step that records where users come from. With me on the team, weekly signups grew about **8x** in five months.

Vyro
Product Design & Growth
Dec 2025 — Jun 2026
On-site, Islamabad, PK

Drove design across ImagineArt and ImagineComputer, consumer AI products with over **1M** signups, scaling the shared design system and owning AI features end to end, with every flow built to move conversion and ROAS.

Engineering. Used Figma MCP and Claude Code to prototype and test roughly **10x** faster, cutting design-to-dev handoff friction.

Growth & Data. Ran Mixpanel funnel analysis across **1.13M** signups, isolated a segment converting at **0.43%** vs a **1.04%** baseline, then shipped the fix.

ImagineComputer (formerly Chatly)
Feb 2026 — Jun 2026

Owned design across the full product, from core surfaces to the activation and revenue flows. Rebuilt the referral system end to end (**50% off** referred, **7,000** credits per upgrade) and rewrote the paywall into **three** A/B-tested variants.

sxtudios
Founder
2025 — Jun 2026
Islamabad, PK

Independent studio delivering product design and brand work for early-stage clients, prototyping in code to compress concept-to-ship timelines.

Parhlai
Product Design, Marketing & Growth
2025 — Jun 2026
Islamabad, PK

Drove product design, marketing, and growth for an ed-tech platform, scaling from digital marketing into a growth-consulting remit owning acquisition and retention.

Growth Consultant
Jan 2026 — Jun 2026

NorenzTech
Lead UI/UX Engineer
2024-2025
Rawalpindi, PK

Owned both interface design and the front-end build for the company's products — designing in Figma, shipping in code.

easytect UG
UX Designer
2024
Westerburg, DE · Remote

Designed product interfaces for a German software team, reworking core flows to make them easier to use.

Earlier roles
Marketing & Creative
2022 — 2025

Graphic Designer at ACM Pakistan (2022 to 2024), plus marketing and creative-lead roles at Career Konnect and Shadiyana (2025), owning brand and campaign output across each.

PROJECTS

Nine live products

Jun 2026 — Present

Designed, built, and run solo

An AI whiteboard, a coding agent, a private money tracker, an image compressor, and more, all live on syedsarib.com at zero monthly cost.

Output. **1,575** commits across **28** repositories alongside a full-time role, including **298** commits on one product in under four weeks.

Performance. Mobile Lighthouse scores of **96 to 99**. Cut load time from up to 2.8 s to about **0.5 s**, database latency from about 290 ms to about **52 ms**, and memory use by **25 to 40%**.

AI. Built an agent that shows its first result in **1.94 s** and a full board in **8.8 s** from a single AI call.

Quality & Security. Audited all nine apps with no critical findings and shipped the fixes the same day. Audited **277** state machines and fixed **218** in one day. About **675** automated tests across three products.

Design System. One design system shared across **six** apps, generated from tokens.

Publishing. **1,879** icon pages and **35** sourced guides for design and computer science students.

EDUCATION

National University of Sciences and Technology (NUST)

BS, Computer Science

2022 — Jun 2026

Islamabad, PK

SKILLS

Design. Product & UX design, interaction design, design systems and tokens, prototyping, responsive layouts across breakpoints

Build. React, Next.js, TypeScript, Tailwind CSS, front-end and HTML prototypes, performance, accessibility, web security

AI. AI product design, prompt engineering, AI agents and evaluation, agentic dev tools, image and video models (Kling, Seedance, Veo, Nano Banana, fal API)

Growth. Paywall and upgrade flows, pricing and credit packs, referral systems, onboarding, conversion copywriting, A/B testing, SEO

Data. PostHog and Mixpanel funnels and retention analysis, GrowthBook, defining the metric a design should move

Tools. Figma, Figma MCP, Claude Code, PostHog, Mixpanel, GrowthBook, Notion, Vercel, Cloudflare