Areeshah Qureshi | Product Designer | UX Research | Service Design | Fintech

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Product Designer with experience in designing fintech products across digital banking and customer experience. Skilled in user research, interaction design, usability testing, design systems, and cross-functional collaboration. A recent graduate of MA in Integrated Design, with a growing focus on AI-assisted product design, rapid prototyping, and building intuitive digital products through user research, iterative design, and cross-functional collaboration. Passionate about innovation, systems thinking, AI-assisted design, and transforming complex ideas into meaningful products and services through collaborative design processes.

Professional Experience

Freelance Designer/ Illustrator

Berlin, Germany

Present

Product Design Intern

Deutsche Bank, Berlin

August 2025 - January 2026

- Collaborated with **Product Designers, UX Researchers, Product Managers,** and **engineers** on Payment Initiation and Standing Orders within **Deutsche Bank's corporate banking ecosystem.**
- Documented design decisions, research findings, and UX recommendations to support product development across cross-functional teams.
- Supported the design of enterprise banking experiences by understanding payment workflows, user roles, and service architecture.

- Collaborated with UX Researchers to support and observe usability testing, improving skills in research planning, note-taking, insights synthesis, and user-centric evaluation.
- Conducted **usability testing** with corporate banking clients and **synthesized insights** into **product recommendations.**
- Conducted **User Tests Analysis** and presented to major stakeholders.
- Worked across multiple stakeholders while balancing customer needs, business priorities, and regulatory constraints.
- Maintained **research documentation** and **synthesized usability findings** for cross-functional teams.
- Organized **design assets** and research outputs for stakeholder communication.

UX/UI Designer

Designist, Pakistan

December 2023 - September 2024

- Owned UX design for key features within **Bank AL Habib's** mobile and web banking experiences, from research insights through interface design.
- Designed **scalable components** for a cross-platform design system.
- Conducted **usability testing** and translated research findings into **problem statements, design hypotheses, and product improvements.**
- Collaborated closely with developers and product teams throughout implementation. Facilitated **Service Design workshops** for banking clients.
- Applied accessibility and usability principles when designing digital banking interfaces.

Customer Experience Designer (Service Designer)

United Bank Limited, Pakistan

January 2023 - December 2023

- Designed innovative **secure self-serve journeys** and optimized branch processes.
- Designed **end-to-end customer journeys** for secure banking services. Partnered with Product Managers and engineering teams to deliver customer focused solutions.
- Defined **user flows** and **service architecture** for digital transformation initiatives across customer banking journeys.
- Designed innovative fraud-prevention experiences balancing usability and security
- Led development of **manual OTP freeze** for government and online payments to prevent fraud.
- Collaborated on fraud prevention initiatives to improve customer trust and payment security.

Graphic Designer & Illustrator

Dawn Group Of Newspapers and Dawn Media (DAWN), Pakistan

February 2022 - November 2022

- Designed and illustrated **EOS magazine covers** and newspaper layouts.
- Created **cover and inside illustrations** for **Aurora Magazine**.
- Developed **advertisements for DAWN Relief** campaigns.
- Worked on layout designs for **DAWN Special Reports**.

Creative Intern

Citizens Archive of Pakistan, Pakistan

January 2021 - February 2021

- Designed **illustrative Zines** for the **Partition Stories Project**.
- Created **frame-based animations** inspired by **Sadequain**.

Facilitation, Design Operations & Knowledge Sharing

Service Design - Co-Facilitator

- Conducted **Service Design workshops** for **third-year Interaction Design students** at the **Institute of Business Management**.
- Led **Service Design sessions** for **JazzCash product teams**.

UI Design - Co-Facilitator

- Facilitated **UI Design workshops** at **X-Loop Services** for **Bank Alfalah employees**.

Design Thinking - Co-Facilitator

- Facilitated in **Design Thinking workshops** at **X-Loop Services** for **Bank Alfalah employees**.

Education

Masters of Arts in Integrated Design

Interdisciplinary design, systems thinking, collaborative design processes, emerging technologies, and design research.

Hochschule Anhalt, Germany

October 2024 - July 2026

Bachelors of Design in Communication Design

Indus Valley School of Art and Architecture, Pakistan -

January 2018 - December 2021

Skills

Product Design

- Product Thinking
- Interaction Design
- Wireframing
- Prototyping
- Design Systems
- Information Architecture
- Accessibility

Research

- User Interviews
- Usability Testing
- Journey Mapping
- Research Synthesis
- Heuristic Evaluation

Collaboration

- Stakeholder Management
- Cross-functional Collaboration
- Agile
- Workshop Facilitation

Tools

- Figma
- FigJam
- Miro
- Adobe Suite

- Confluence
- Jira
- Slack

AI Workflow

- ChatGPT
- Claude
- Claude Code
- Cursor
- V0

Languages

- **English:** C2 (Full Professional Proficiency)
- **German:** A2 (Currently improving and enrolled in courses)