

# Mohsin Rashid

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## PROFESSIONAL SUMMARY

Brand & Product Designer with 5+ years working with founders across Pakistan, Dubai, and the US. I work where brand identity and product design meet — visual systems build trust, product architecture converts it. 20+ projects across SaaS, F&B, legal, and e-commerce. Founder of **Clarieo**, a design studio for ambitious founders who need a partner, not just a vendor.

## PROFESSIONAL EXPERIENCE

**Designer** May 2025 – Present  
*Novum – B2B SaaS Growth Agency* Dubai, UAE (Remote)

- Designed the agency website to project authority and generate inbound leads from startup founders
- Building high-converting Webflow landing pages for B2B SaaS clients; aligning design with revenue goals

**Founder** January 2025 – Present  
*Clarieo* Pakistan

- Founded a design studio delivering brand identity, UI/UX, and Webflow development for founders globally
- Managing product strategy, client relationships, and go-to-market execution across all engagements

**Product Designer** April 2024 – Present  
*XPRT Marketing* Texas, USA (Remote)

- Built 15+ Webflow websites for clients across SaaS, e-commerce, and professional services
- Reduced page load times by 40%; used Analytics data to redesign drop-off points for better conversions
- Delivered on tight deadlines across remote teams spanning multiple time zones

**UI Designer** October 2024 – April 2025  
*Hidden Logics* Pakistan (Remote)

- Designed web and mobile apps across devices; built design systems for consistency across multiple projects
- Ran usability tests pre-launch and partnered with developers to ensure accurate Figma-to-production output

**Junior Website Designer** December 2022 – May 2024  
*Ecom Hike* Sahiwal, Pakistan

- Designed e-commerce sites that boosted client sales by 25% through better product pages and checkout flows

## SELECTED PROJECTS

**Enclir** — *Clinical Skincare Brand & Website (enclir.com)* 2024

- Brand identity and Webflow website for a science-backed skincare startup — sold out in week one with zero ad spend
- Designed clinical authority into every layer: typography, color, and a conversion flow built around educating the buyer

**Chai Co.** — *Premium Tea Brand & Website (chaico.uk)* 2024

- Brand and Webflow website for a Pakistani karak chai launching into UK retail; dual journeys for consumers and wholesale buyers

**Insight-X** — *SaaS Analytics Website (insight-x.io)* 2024

- Data-forward product website for a SaaS analytics platform built to earn trust with enterprise buyers

**Azhar Law Firm** — *Brand Identity & Website (azharlawfirm.com)* 2024

- Professional brand and web presence for a law firm — authority and trustworthiness in every element

## TECHNICAL SKILLS

**Design Tools:** Figma, Adobe XD, Adobe Creative Suite (Photoshop, Illustrator) | **No-Code:** Webflow, Framer

**Marketing & Analytics:** Google Analytics, CRO, SEO, Google AdWords | **Disciplines:** Brand Identity, UI/UX, Product Design, Design Systems

## EDUCATION

**COMSATS University** Sahiwal, Pakistan  
Bachelor's Degree in Computer Science Expected 2026

## CERTIFICATIONS

Google AdWords Professional | SEO Foundations | LinkedIn Content & Creative Design (2024) | Webflow CMS (2024) | Sales Management | +15 others

## LEADERSHIP & ACTIVITIES

**Creative Team Member** July 2022 – August 2023  
*GDSC COMSATS Sahiwal* Sahiwal, Pakistan

- Led design for Google Developer Student Club events; produced graphics and materials reaching hundreds of students