

Najwat Rehman

Designer building products and experiences that advance justice, promote wellbeing, and deliver delight.

EXPERIENCE

Product Designer

[Focusmate](#) | August 2021 to date | Seattle, WA

- Identifying and prioritizing new features and UX refinements for this pioneering online co-working platform
- Leading the design of 'Favorite Partners', the single most-requested feature for the product
- Collaborating closely with a dedicated user community in ideation and testing

Design Strategist

Center for Socially Engaged Design | August 2021 to date | Remote (part-time)

- Helping MCity, a Michigan research unit, imagine the future of urban mobility and strategize for its role in this future
- Designing and facilitating workshops, distilling insights, and identifying strategic priorities

Instructor - Graphic Design

University of Michigan | January - December 2020 | Ann Arbor, MI

- Designed and taught an introductory graphic design class for two semesters; students represented majors including engineering, business, sociology, and environmental studies.

Research Assistant - Discursive Design

University of Michigan | September - December 2020 | Ann Arbor, MI

- Curated notable discursive design work from around the world as part of Professors Stephanie and Bruce Tharp's 2018 book project, *Discursive Design*, published by the MIT Press.

Management Consultant

Carnelian | August 2014 - August 2019 | Karachi/Lahore, Pakistan

- At Pakistan's leading boutique consulting firm, I led branding, organizational culture, and corporate communication projects with corporate, public, and social sector clients including Total SA, Nestlé, and Pakistan's Ministry of Commerce.

Brand Lead

Carnelian | February - August 2014 | Karachi, Pakistan

- Led the rebranding and repositioning of Carnelian from a corporate training firm to a full-service consulting company.

Co-founder

[Together for Tolerance](#) | March 2016 - July 2019 | Islamabad, Pakistan

- Led content and branding and conducted workshops for this student-led movement that helped develop narratives of tolerance and harmony in colleges across Pakistan.

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Portfolio: najwat.com

EDUCATION

MDes, Integrative Design

University of Michigan

Ann Arbor, MI

2021

SKILLS

- UX design
- Design research
- Graphic/UI design
- Wireframing
- Prototyping
- UX writing
- Branding
- Storytelling
- Workshop facilitation
- Presentation & speaking

TOOLS & TECHNOLOGIES

- Figma
- Principle
- Framer
- Adobe Creative Suite
- HTML/CSS
- Python
- WordPress
- Rhino
- Fusion 360

LANGUAGES

- English
- Urdu
- Hindi