Location: Onsite, I8 Markaz, Islamabad, Pakistan

Job Type: Full-Time

Work Hours: Afternoon / Evening

Job Title: Product Designer

About Us
At BeHope.ca, we're on a mission to make high-quality healthcare supplies more accessible and affordable. We've grown by 1000% in the past year, serving customers across Canada and the USA—and we're just getting started! With plans to expand into the UK, we're looking for passionate people to join our team and help us make a real impact in the healthcare industry.

New Grads Welcomed!!

Qualifications:
- Bachelor's/Master's degree in CS, Software Engineer, Industrial Design or related domain.
- Proficiency in design tools (Figma, Sketch, Adobe XD, etc.)
- Knowledge of conversion rate optimization (CRO), A/B testing, and customer retention strategies.
- Experience with Shopify or other e-commerce platforms
- Portfolio of work

Preference
- 2+ years of experience in UI/UX design, product design, or e-commerce optimization
- A solid grasp of user-centered design (UCD), human computer interaction, planning and conducting user research,
- Use data to guide your thinking but aren't afraid to challenge assumptions and explore bold ideas.
- You're excited about the challenge of designing e-commerce products that improve people's lives and want to push the industry forward

About the job:

As a product designer, you will work on a specific project critical to BeHope's needs with opportunities to switch teams and projects as you and our fast-paced business grow and evolve. We need our engineers to be versatile, display leadership qualities and be enthusiastic to take on new problems across the full-stack as we continue to push technology forward. As a key member of a small and versatile team, you design, test, deploy and maintain software solutions.

Responsibilities

- Create wireframes, prototypes, and high-fidelity designs for our website and product pages
- Collaborate with developers to bring designs to life on Shopify
- Run A/B tests to improve conversion rates, checkout flow, and upsells
- Optimize for average order value through smart product recommendations, bundling, and upsell design
- Use tools (Microsoft Clarity, Google Analytics, Shopify data, etc.) to understand user behavior and pain points
- Translate data insights into design improvements that drive measurable results.