Mohammed Farish Hubiyan
UI/UX and Product Designer

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EXPERIENCE

Payfuture , Business Bay, Dubai, UAE — UI/UX & Product Designer | JANUARY 2024 - PRESENT

Led and enhanced the design function in the fintech organisation to create new products.

➔ Created design solutions for existing checkout pages and products by troubleshooting the design issues, increasing customer satisfaction by 15% overall & generated additional revenue.

➔ Advocated design and its impact on financial transactions, shifting the design function of the organisation.

➔ Digi Money - Designed a B2B online Banking application and its admin portal from scratch, mapped out all the MVP flows & the design system.

➔ Created Checkout screens for various clients which enhanced clients' approval rates by 10-12%.

➔ Established proper rollout for designs, coordinating with development team, QA, product team and management.

Vmarketing, DIFC Dubai, UAE — UI/UX & Product Designer | AUGUST 2023 - JANUARY 2024

Led the design of "NFT22", NFT minting platform that takes the membership based NFT to Blockchain.

➔ Collected functional requirements and carried out background research to generate 12% sales.

➔ Created User persona. Conducted competitor analysis, for better and competitive user journeys.

➔ Mapped out all the scenarios, error, success states and flows, removing 6% revenue loss.

H&R Block, USA (Remote from India) — *UX Designer* | JUNE 2022 - JUNE 2023

Outsourced from Speridian Technologies,Worked with H&R Block's atomic design system to create Fintech design solutions for:

➔ Worked on: Tax pro - Connecting Tax professionals to taxpayers by utilising H&R Block's Design system.

➔ Worked on integrating "Atomic" (An online payroll solution for added security & convenience) to their system.

➔ Created multiple scenarios in products for A/B testing, to generate better revenue from the design solution

➔ Worked on "Spruce", an online banking solution by H&R Block, creating easier user journeys.

Speridian Technologies, Cochin, India — *UI/UX Designer* | JUNE 2022 - JUNE 2023

Worked on UX designing and UI development of products such as :

➔ Worked on the design of O360 - Human resource management web app. Created integral design solutions.

➔ Easy Health - Healthcare solution based in China, on their web portal for patients to book consultation.

Fitness Thai, Calicut — *Design Intern* | OCTOBER 2021 - FEBRUARY 2022

Worked on Product Design of the gym management app called "FT Manage", Which helps Fitness Thai to :

➔ Track client attendance using QR unique ID, regenerated 40% of lost revenue

➔ Track client payment timely and accurately. (Billing & attendance), regenerated 25% of lost revenue

➔ Track trainer attendance and timings. (Human resource management), regenerated 10% of lost revenue

➔ SMS notifications. (Automation of Payment & Attendance alerts), regenerated 20% of lost revenue

EDUCATION : MES College of Engineering & Technology, Cochin — *Bachelor of Technology in Mechanical Engineering* | JULY2015 - JULY2019

Completed degree with 6.5 CGPA with a final year project, designing a QUAD BIKE based on reverse engineering concept.

CORE SKILLS

➔ Design Thinking	➔ Prototyping- Low and High Fidelity	➔ Design Handoff
➔ Information architecture	➔ UX Writing	➔ Design analysis
➔ User research & UX strategy	➔ Visual Design - UI principles	➔ User testing
➔ User persona creation	➔ Interaction design	➔ Atomic design principles
➔ Double diamond method	➔ Responsive design expertise	
	➔ Design for Accessibility	