

Mohammed Farish Hubiyan

Senior product designer

Email ID: hubiyan.work@gmail.com

Phone: +971 50 1727329

Portfolio: hubiyan.com

LinkedIn: linkedin.com/in/hubiyan/

EXPERIENCE

Synechron Technologies LLC, Dubai, UAE :

Abu Dhabi Islamic Bank, Abu Dhabi, UAE — Senior Product Designer | FEB 2025 - Present

Operating onsite with ADIB as part of the design team

- **Transfers Dashboard Revamp:** Partnered with research, business, and product to redesign the transfers hub, delivering a unified low-effort experience across in-network, local, and international transfers. Resulted in increased revenue through the channel. (Confidential specifics. Available upon request).
- **Open Finance:** Worked as the only designer in the team, collaborating with UAE central bank entity Nebras/Altareq to design the complete Open Finance experience for ADIB. The work resulted in ADIB being the first UAE bank licensed as a Third-Party Provider (TPP) for Open Finance under the Central Bank of the UAE's (CBUAE) Altareq initiative.
- **Fraud prevention:** Designed multiple fraud prevention measures with multiple teams to ensure safe and secure banking for customers, resulting in adherence to regulatory policies, building trust and boosting revenue. (Confidential specifics. Available upon request).
- **Design advocacy and standardisation:** Created a design handoff documentation and communication system that reduced developer queries and design-related rework by an estimated 30%, giving cross-functional teams a clear, referenceable standard for specs, components, and interaction patterns.
- **Visa+:** Designed the Visa functionality's end-to-end experience enabling users to send money internationally to a card using the mobile number linked to it. (Confidential specifics. Available upon request).
- **Promotions Revamp:** Redesigned the promotions module with clearer information architecture and purposeful categorisation, driving higher offer engagement and increased transfers revenue (Confidential specifics. Available upon request).
- **Own-Account Transfers:** Simplified and refined the multi-account transfer experience, improving clarity, efficiency, and overall transaction confidence (Confidential specifics. Available upon request).
- **Click to Pay:** Designed the linking experience that connects card details to an email or mobile number, strengthening security and making online payments simpler and more reliable.
- **Aani App Login Security Layer:** Designed the additional security model to enhance protection during Aani authentication flows.
- **Zakat & Welfare:** Crafted mindful journeys for Zakat payments and charitable contributions, reflecting the significance of these financial commitments in customers' cultural, religious and financial life.

(These are the projects I am permitted to disclose publicly. Additional work delivered within ADIB remains confidential.)

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

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 | AUG 2023 - JAN 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 | OCT 2021 - FEB 2022

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* | JULY 2015 - JULY 2019

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

CORE SKILLS

- Design Thinking
- Product Strategy
- User Research
- User Testing
- UX Strategy
- Information Architecture
- Interaction Design
- Visual Design
- UX Writing
- Design Systems
- Jobs To Be Done (JTBD)
- Wireframing
- Low & High-Fidelity Prototyping
- Responsive Design
- Accessibility (WCAG)
- Design Handoff & communication
- Design Analysis
- User Persona Creation
- Double Diamond Framework
- Vibe Coding
- AI-Assisted Design