

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.

- Digi Money - Designed a B2B online Banking application and its admin portal, mapped out all the MVP flows.
- Created design solutions for existing checkout pages and products by troubleshooting the design issues using assessment tools & workflows. Created scalable and robust design workflows for the same.
- Created Checkout screens for various clients which enhanced clients' approval rates.
- Established proper rollout for designs, coordinating with development team, QA, product team and management.
- Advocated design and its impact on financial transactions, by highlighting user perspective in Fintech.

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.

- Gathered functional requirements and carry out background research.
- Created User persona. Conducted competitor analysis.
- Created design solutions in Hi fidelity prototypes.
- Mapped out all the scenarios, error, success states and flows.

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 utilizing 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.
- Worked on "Spruce", an online banking solution by H&R Block.

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 - An employee management/HRM web application.
- Easy Health - A virtual clinic / Healthcare solution based in China.

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. (Client management)
- Track client payment timely and accurately. (Billing & attendance)
- Track trainer attendance and timings. (Human resource management)
- SMS notifications. (Automation of Payment & Attendance alerts)

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

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| → 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 | |