Mohammed Abu Haniba A

PRODUCT DESIGNER (UX/UI)

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Product Designer (Ui/Ux) with 2 years of experience in crafting user-friendly interfaces and improving user experiences through research, wireframes, and prototyping. Passionate about creating digital products that balance business needs with user delight.

EXPERIENCE

Product Designer
💼 Tamu Infotech   📅 Aug. 2024 – Currently

- Conducted user interviews, surveys, competitive analysis, and market research.
- Redesign of the product to address the business goal of recapturing the consumer market.
- Working directly with executives and higher-level management to produce prototypes, as well as front-end and back-end developers to implement the designs.
- Convey user-sentiment and communicate business goals to development teams.

UX/UI Designer
💼 Genpact   📅 Jul. 2023 – Aug. 2024

- Worked individually and collaboratively on projects centered around user research, interactive design and rapid prototyping.
- Produced personas, user flows, journey maps, sketches, wireframes, and a prototype.
- Managed visual designer to develop high fidelity concepts.
- Worked with a team of developers in an Agile environment to bring designs to light.

PROJECTS

Mudfield - Organic Food Brand Website [UI/UX Design]   Live Link

- Conducted user interviews, usability tests, and competitor analysis to identify key user needs.
- Redesigned the platform to boost engagement and simplify the matchmaking experience.
- Collaborated with stakeholders and developers to build interactive, consistent prototypes..
- Translated user insights into design solutions that improved usability and conversion rates.

AMS Web Application– Athletic Management System [UI/UX Design]   Live Link

- Conducted user interviews, surveys, and research to understand the needs of coaches, assessors, and players.
- Designed an intuitive platform to simplify player assessments and performance tracking.
- Created interactive prototypes and conducted usability testing to validate design decisions.
- Improved usability by streamlining complex workflows and introducing role-based access for different user types.

ERP Web Application – Business Management Platform [UI/UX Design]   Live Link

- Conducted manager interviews, workflow analysis, and competitor research to identify inefficiencies in existing ERP systems.
- Redesigned the platform to simplify complex processes and enhance cross-department collaboration.
- Collaborated with administrators, managers, and development teams to design and implement role-based dashboards and streamlined workflows.
- Translated management goals and operational needs into intuitive, data-driven design solutions.

Matrimony Mobile Application – Matchmaking Platform [UI/UX Design]

- Conducted user research, competitive analysis, and surveys to understand user behavior and expectations in digital matchmaking.
- Designed a seamless onboarding flow, compatibility meter, and subscription experience to enhance user engagement and trust.
- Collaborated with developers and stakeholders to transform wireframes into an intuitive and emotionally engaging mobile interface.
- Focused on improving accessibility, visual consistency, and user satisfaction through iterative testing and design refinement.

Carribiz Mobile Application – Delivery Service [UI/UX Design]

- Conducted user research and testing to enhance the delivery booking experience.
- Designed intuitive flows for booking, tracking, and payments.
- Collaborated with teams to align user needs with business goals.
- Created high-fidelity prototypes for smooth and efficient logistics.

SKILLS

UX Design

User Research & Analysis, User Journey Mapping, Wireframing & Prototyping, Information Architecture, Usability Testing & Feedback Analysis, Interaction Design, Team Collaboration & Design Handoff.

Tools

Figma, Adobe XD, Figjam,

Web & No-Code Tools

WordPress & Framer

Front-End Familiarity

Learn: HTML, CSS, basic JavaScript, and how responsive design works.
Tools: VS Code, GitHub, Chrome DevTools.