



Mohammed Abu Haniba A

PRODUCT DESIGNER (UX/UI)

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Creative and detail-oriented UI/UX Designer with 2 years of experience designing user-centered web and mobile interfaces. Skilled in transforming research insights into seamless digital experiences that enhance usability and boost engagement. Adept at collaborating cross-functionally and translating business goals into intuitive design solutions that drive measurable results.

EXPERIENCE

Product Designer

🏢 Tamu Infotech

📅 Aug. 2024 – Currently

- Performed user interviews, surveys, and competitor analysis to identify gaps in user experience.
- Revamped the product interface to increase customer engagement and retention by 30%.
- Partnered with senior management and developers to design and implement high-fidelity prototypes aligned with business objectives.
- Delivered actionable insights to engineering teams, improving design-to-development efficiency by 20%.

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.
- Executed usability testing that identified key UX issues, reducing user task time by 25%.

PROJECTS

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

[Live Link](#)

- Executed user testing, interviews, and competitor research to identify consumer expectations.
- Redesigned the website to improve navigation and product visibility, leading to a 35% increase in engagement.
- Partnered with developers to implement interactive prototypes that enhanced conversion rates.

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

[Live Link](#)

- Performed in-depth research with coaches and players to understand user needs.
- Developed an intuitive interface that simplified assessment workflows and role-based accessibility.
- Validated designs through iterative testing, increasing task efficiency by 40%.

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

[Live Link](#)

- Led stakeholder interviews and workflow mapping to detect pain points in ERP usage.
 - Created data-driven dashboards that improved process visibility and inter-departmental collaboration.
 - Partnered with technical teams to ensure seamless implementation and improved workflow efficiency by 25%.
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Matrimony Mobile Application – Matchmaking Platform [UI/UX Design]

- Designed smooth onboarding and compatibility features to enhance engagement and retention.
 - Worked together with developers to translate prototypes into an emotionally engaging mobile experience.
 - Conducted iterative usability testing that improved user satisfaction scores by 30%.
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Carribiz Mobile Application – Delivery Service [UI/UX Design]

- Analyzed user feedback to streamline the delivery booking process.
 - Created intuitive flows for booking, tracking, and payments, reducing user drop-off rates by 20%.
 - Collaborated with business teams to align design strategy with brand goals.
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SKILLS

UX Design

User Research & Analysis • Journey Mapping • Wireframing & Prototyping • Information Architecture • Interaction Design • Usability Testing • Design Systems • Accessibility

Tools

Figma • Adobe XD • FigJam

Web & No-Code Tools

Webflow • WordPress • Framer

Front-End Familiarity

HTML • CSS • JavaScript • VS Code • GitHub • Chrome DevTools