



# Mohammed Abu Haniba A

PRODUCT DESIGNER (UX/UI)

[✉ hanifa.uxstudio@gmail.com](mailto:hanifa.uxstudio@gmail.com) [📞 8680852058](tel:8680852058) [🔗 Portfolio](#) [🔗 LinkedIn](#)

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%.
- 

## *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%.
- 

## *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.
- 

## **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