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 fin-tech organisation to create new products.

➔ Digi Money – Gathered the user stories from the product owner and created the design for an online Banking application and its admin portal, mapped out all the flows into responsive designs. (Login, fund transfer, add beneficiary, create account etc)
➔ Created design solutions for existing checkout pages and products by troubleshooting the design issues using microsoft clarity (Enhanced payment approval rates by 50% approx.)
➔ Created Checkout screens for various clients which enhanced client's approval rates.

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 Fin-Tech design solutions for:

➔ Tax pro – Connecting Tax professionals to taxpayers.
➔ Worked on integrating "Atomic" (An online payroll solution for added security & convenience).
➔ 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 :

➔ O360 – An employee management/HRM web application.
➔ Easy Health – A virtual clinic / Healthcare solution based in China.
➔ Various Presales and Demo tasks by creating user centric prototypes.

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 | JULY2015 - JULY2019

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

CORE SKILLS

➔ UX Problem Solving
➔ User research & UX strategy
➔ User persona creation
➔ Information architecture

➔ Prototyping– Low and High Fidelity
➔ UX Writing
➔ Visual Design – UI principles
➔ Interaction design
➔ Responsive design expertise

➔ Design for Accessibility
➔ Design Handoff
➔ Design analysis
➔ User testing
➔ Atomic design principles