Mohammed Farish Hubiyan

Senior product designer

Email ID: hubiyan.work@gmail.com
Phone: **+971 50 1727329**
Portfolio : hubiyan.com
LinkedIn: **Farish Hubiyan**

EXPERIENCE

Synechron Technologies LLC, Dubai, UAE :

Abu Dhabi Islamic Bank , Abu Dhabi, UAE — Senior Product Designer | FEB 2025 – Present

Operating onsite with ADIB as part of the design team

- ➔ Visa+: Designed the end-to-end experience enabling users to send money internationally to a card using the mobile number linked to it.
- ➔ Transfers Dashboard Revamp: Partnered closely with research, business, and product teams to reimagine the transfers hub. Delivered an intuitive, low-effort experience for in-network, local, and international transfers.
- ➔ Promotions Revamp: Redefined the promotions module with structured data, clear information architecture, and purposeful categorisation. Crafted a journey that supports competitive positioning while creating a sense of joy and accomplishment for customers accessing offers.
- ➔ Own-Account Transfers: Simplified and refined the multi-account transfer experience, improving clarity, efficiency, and overall transaction confidence.
- ➔ Click to Pay: Designed the linking experience that connects card details to an email or mobile number, strengthening security and making online payments simpler and more reliable.
- ➔ Aani App Login Security Layer: Designed the additional security model to enhance protection during Aani authentication flows.
- ➔ Zakat & Welfare: Crafted mindful journeys for Zakat payments and charitable contributions, reflecting the significance of these financial commitments in customers' cultural, religious and financial life.

(These are the projects I am permitted to disclose publicly. Additional work delivered within ADIB remains confidential.)

Payfuture , Business Bay, Dubai, UAE — UI/UX & Product Designer | JAN 2024 – DEC 2024

Led and enhanced the design function in the fintech organisation to create new products.

- ➔ Created design solutions for existing checkout pages and products by troubleshooting the design issues, increasing customer satisfaction by 15% overall & generated additional revenue.
- ➔ Advocated design and its impact on financial transactions, shifting the design function of the organisation.
- ➔ Digi Money - Designed a B2B online Banking application and its admin portal from scratch, mapped out all the MVP flows & the design system.
- ➔ Created Checkout screens for various clients which enhanced clients' approval rates by 10-12%.
- ➔ Established proper rollout for designs, coordinating with development team, QA, product team and management.

Vmarketing, DIFC Dubai, UAE — UI/UX & Product Designer | AUG 2023 – JAN 2024

Led the design of "NFT22", NFT minting platform that takes the membership based NFT to Blockchain.

- ➔ Collected functional requirements and carried out background research to generate 12% sales.
- ➔ Created User persona. Conducted competitor analysis, for better and competitive user journeys.
- ➔ Mapped out all the scenarios, error, success states and flows, removing 6% revenue loss.

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 utilising 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, to generate better revenue from the design solution
→ Worked on "Spruce", an online banking solution by H&R Block, creating easier user journeys.

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 - Human resource management web app. Created integral design solutions.
→ Easy Health - Healthcare solution based in China, on their web portal for patients to book consultation.

Fitness Thai, Calicut — Design Intern | OCT 2021 - FEB 2022
Product Design of the gym management app called "FT Manage", Which helps Fitness Thai to :

→ Track client attendance using QR unique ID, regenerated 40% of lost revenue
→ Track client payment timely and accurately. (Billing & attendance), regenerated 25% of lost revenue
→ Track trainer attendance and timings. (Human resource management), regenerated 10% of lost revenue
→ SMS notifications. (Automation of Payment & Attendance alerts), regenerated 20% of lost revenue

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

→ Design Thinking
→ Information architecture
→ User research & UX strategy
→ Jobs to be done
→ 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
→ Double diamond
→ User persona creation