

Mohammad Thoufiq M

Product Designer

WORK EXPERIENCE

Fxdx Exchange (MATQCODE), Bangalore

Product Designer

Apr 2023 - Present

- Revamping FXDX v2's UX/UI with a dynamic dashboard targeting a 60% user satisfaction boost via innovative features
- Revamped and executed a Landing Page v2 for FXDX Exchange, resulting in a 30% increase in user engagement and a 20% rise in conversion rates
- Crafted PumpX Meme Coin landing page from scratch, infusing creativity and humor to meet unique specifications. Expecting a 50% surge in user engagement upon launch
- Revamped marketing materials by creating impactful posters and videos, achieving a 20% increase in engagement and expanding audience reach by 15%

The Art 360

Photoshop Digital Artist(Freelancer)

Mar 2019 - Present

- Crafted and sold personalized gifts, such as digital art and custom designs, to 1500+ clients, driving a 30% sales increase and enhancing satisfaction by 20%
- Dynamically promote "The Art 360" on social media, achieving 30% higher engagement and 20% sales growth in Q1

Brandlution, Bangalore

UX/UI Designer(Internship)

Sept 2022 - Mar 2023

Cognizant Technology Solutions, Chennai

User Experience Researcher

Mar 2021 - Sept 2022

- Enhanced datasets for one year, achieving a 15% boost in data accuracy at Thomson Reuters
- As a UX Researcher for seven months, collected user feedback through surveys, contributing to a 20% increase in user satisfaction and a 25% improvement in product design

PERSONAL PROJECTS

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The Art 360 - Gift selling mobile application

Figma | 2022 | UI Case study

- The Art 360 mobile app aims to offer a seamless interface for a gift-selling platform featuring unique and customizable artworks

Namma PG - Paying guest finding mobile application

Figma | 2023 | UI&UX Case study

- Namma PG app simplifies finding accommodations. Users easily locate PGs by location, budget, and amenities, streamlining the search for a hassle-free experience

CONTACT

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SKILLS

Hard Skills:

- Wireframing
- Prototyping
- User Research
- Product Design
- Interaction Design
- Responsive design
- Color Theory
- Problem-solving
- Visual Design

Techniques:

- Requirements Analysis
- Analyzing User Behaviour
- User-centered Design Principles

Tools:

- Figma
- Adobe XD
- Adobe Photoshop
- Adobe Premiere Pro

EDUCATION

Post Graduate Program in UX/UI & Design Thinking

Digital Academy 360, Bangalore
2022 - 2023 **90%**

B.Sc - Information Technology

Bharathidasan College of Arts and Science, Erode
2017 - 2020 **81.5%**

LANGUAGES KNOWN

- English
- Tamil