

Abin Mathew

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Product Designer

As a product designer with 4+ years of experience, I create elegant, functional solutions that balance aesthetics and practicality. Skilled in solving problems quickly with simple, high-quality designs, I seek to collaborate with a diverse team, explore new challenges, and contribute to impactful, user-centered designs.

WORK EXPERIENCE

Riyaz (Musicmuni Labs Pvt Ltd) • Bengaluru, India • 07/2020 - Present

A product startup dedicated to helping people around the world improve their singing and learning music

Product Designer

- Instrumental in shaping the core product, and it's foundational design system, brand guidelines and design process, driving adherence to UX principles, UI components, and information architecture standards from the ground up.
- Drove a remarkable 350% surge in the product's organic revenue within 2 quarters by executing strategic UX changes during a pivotal period, transforming the product into a self-sufficient powerhouse.
- Collaborated with cross-functional teams to design intuitive user experiences and identifying key metrics and customer insights and user insights through analyzing data, resulting in a 70% increase in overall user engagement within 6 months
- Led the creation of wireframes and prototypes that streamlined product discovery, advocating for user needs throughout the design process, ensuring alignment with business goals.
- Developed prototypes and concepts for potential partners and industry leaders in music distribution, resulting in an 80% collaboration rate with the company.

Blusteak Medias Pvt Ltd • Kottayam, India • 04/2018 - 03/2019

Visual Designer

- Led usability testing to validate designs, resulting in a 70% improvement in user satisfaction within 5 months.
- Instrumental in building a digital media marketing firm with best practices from the ground up as a visual designer, contributing to the establishment of a robust digital media design culture within the company.
- Spearheaded the acquisition of over 10 major clients, significantly contributing to the company's expansion into larger markets.

EDUCATION

Bachelor of Technology in Computer Science

APJ Abdul Kalam Technological University • Thiruvananthapuram, India • 06/2015 - 05/2019

Full Stack UX Design Course

Designerrs Academy • Bengaluru, India

VOLUNTEERING & LEADERSHIP

Tedx AJCE • 03/2019

Design Lead

Led the design team for TEDx event held in Amal Jyothi College of Engineering

Tedx Vazhuthacaud • 06/2016

Design Lead

Led the design efforts for Kerala's first independently organized state-standard TEDx event in Trivandrum, the capital city.

SKILLS

Visual designing skills: Adobe Creative Suite (Adobe Xd, Photoshop, After Effects, Premiere Pro), Adobe XD, Brand Design, Design Tools, Sketching, Social Media Marketing

User Experience (UX) skills: Agile Methodologies, Figma, Heuristic Evaluation, Information Architecture, Product Design, Prototyping, Rapid Prototyping, Usability Testing, User-centric designs, user feedback, User Flows, User Interface Design, User Research, Wireframing