

# MOHSIN FAYYAZ

---

## PERSONAL DETAILS

Sabzazar Lahore, Pakistan Lahore  
mohsin.fiaz28@gmail.com, +92 323 4082186  
Gender: Male  
Nationality: Pakistan

## PROFILE

Innovative Senior UI/UX Designer with a strong track record of transforming user insights into exceptional digital experiences. Adept at managing cross-functional teams to create cohesive design strategies that elevate user engagement and satisfaction. Committed to continuous improvement and professional growth, I thrive in collaborative environments that embrace new ideas and challenges. Looking forward to advancing my expertise in a vibrant setting where creativity meets functionality.

## PROFESSIONAL PROFILES

LinkedIn: <https://www.linkedin.com/in/muhammad-mohsin-a26118126>  
Behance: <https://www.behance.net/mohsinfayyaz1>

## EDUCATION

BS Computer Science	2013 - 2017
Bahauddin Zakariya University, Multan	
F.Sc (Pre-Engineering)	2011 - 2013
Govt. College of Science, Lahore	

## EMPLOYMENT

<b>Senior Product Designer</b>	<b>Jun 2023 - Present</b>
--------------------------------	---------------------------

### Daewoo Express

Lead and manage a team of UI/UX designers, ensuring alignment with project goals and design standards. Collaborate closely with department heads and developers to integrate design solutions seamlessly into product development. Drive implementation of design enhancements, improving usability and functionality. Presented design concepts and strategies to executive leadership, effectively communicating the value of design in product succes. Led the redesign of a major product feature, resulting in a 50% reduction in user onboarding time. Implemented user-centered design methodologies, resulting in innovative solutions that addressed customer needs and business objective

### Senior UI/UX Designer

<b>Gigmor (USA Remote)</b>	<b>Jan 2022 - Feb 2024</b>
----------------------------	----------------------------

Designed a music industry web/mobile platform using Figma. Conducted user research and usability testing, increasing task success rate by 35%. Delivered interactive prototypes for stakeholder demos and iterations. Driven the implementation of design enhancements that improved usability and functionality across the platform. Presented design concepts and strategies to executive leadership, effectively communicating the value of design in achieving product success. Collaborated closely with department heads and developers to integrate design solutions seamlessly into product development.

Senior UI/UX Designer

Jan 2023 - Jun 2023

Rolustech

Conducted comprehensive user research and usability testing to inform design decisions and enhance user experience. Created detailed wireframes and prototypes to visualize design concepts and facilitate stakeholder feedback. Delivered data-driven visual, information, and interaction designs to ensure a user-centric approach. Demonstrated strong teamwork and collaboration skills, consistently performing well in a team environment.

Product Designe

Mar 2022- Jan 2023

24Seven.pk

Defined design systems and UI components for ecommerce platforms. Collaborated with PMs, developers, and researchers to deliver user-first solutions. Conducted A/B testing and usage analytics to iterate on design solutions, driving product evolution based on user feedback. Managed stakeholder communications throughout the design process, ensuring alignment with business goals and user needs.

UI/UX Designer

May 2021 - Mar 2022

Bigbyte Insights

User experience and interface design. Conducted requirement gathering and analysis for international clients to tailor solutions to their needs. Developed designs for international stock exchange market apps, NFT marketplaces, and national government projects related to data science. Utilized data analytics to inform design decisions and improve user experience metrics by tracking user interactions. Designed user-centered interfaces that enhance navigability and user satisfaction.

UI/UX Designer

Sep 2019 - May 2021

Healthwire

Designed B2B and B2C websites and mobile apps, focusing on user experience and interface design. Conducted requirement gathering and analysis for international clients to tailor solutions to their needs. Developed designs for international stock exchange market apps, NFT marketplaces, and national government projects related to data science. Led the end-to-end design process for a high-traffic e-commerce platform, enhancing user engagement and increasing conversion rates by 20%.

UI/UX and Graphic Designer

Dec 2018 - Aug 2019

SpellPrintCraft

Designed and prototyped websites and mobile apps in a fast-paced team environment, Poster Design and social Media.

SKILLS

Figma	Adobe XD
Miro	Communication
Team Leadership	Problem Solving
Agile Collaboration	User-Centered Design
Usability Testing	Prototyping
Design System	Design Strategy

Courses

Google UX Design Certificate	2023
Creative Design Certificate	2020
Visual Element of user Interface design	2020

Language

English



Urdu

