

Mohamed Rinoj Hashim

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SUMMARY

Results-driven UI/UX & Product Designer with 5 years of experience in Fintech, E-Commerce, and Travel-tech. Skilled in User Research, wireframing, prototyping, and usability testing. Proven success in driving 2x revenue growth and 30% bounce-rate reduction. Strong collaboration skills with cross-functional teams with expertise in scalable design systems, data-driven decision making, and accessibility-focused solutions.

EXPERIENCE

Senior Product Designer

Travacations

April 2024 - Present, India

- Led the end-to-end UX design and research for the Travion B2B SaaS platform over a 1.5-year timeline.
- Designed and validated core features, including a proactive "Client Handling" and a community "Trust Hub," built prototypes using HTML/CSS/JS to test complex interactions and dynamic data.
- Drove a 60% faster task completion rate and a 35% increase in user satisfaction, achieving an exceptional 88.5 System Usability Scale (SUS) score (Grade A+).

UX/Product Designer

OurShopee

December 2022 - March 2024, Dubai, UAE

- Led UX design for CRM platform (web & mobile) serving 100+ staff; reduced task completion time by 40% and errors by 25%.
- Built and rolled out a design system, improving design efficiency by 20% and ensuring brand consistency.
- Integrated CRM workflows, streamlining sales processes and enhancing data synchronisation.

UI/UX Designer

Bankiom

August 2022 - December 2022, Dubai, UAE

- Redesigned website and ran usability tests, improving conversion rate by 230% and achieving better customer satisfaction.
- Introduced better user flows, achieving improved efficiency and better discoverability (5x clicks) for referral programs.
- Ran rapid usability tests and analytics reviews to prioritise fixes for onboarding and account actions.

UI/UX Designer

Freelance

November 2020 - July 2022, India, US, UAE

- Improved OurShopee Riderz App UX for truck drivers, cutting task time from 8 minutes to under 3 minutes.
- Co-designed the Xpresscue app to convert PDFs/documents into audio files, enhancing accessibility for visually impaired users.
- Designed Shanthi Bhavan Donation App for Ortez Infotech; Reduced donation process time from 15-20 minutes to 5-7 minutes with mobile-first UX.
- Delivered CRS app for hotels for Ortez Infotech; streamlined reservation flow, validated with usability testing.

EDUCATION

Bachelor of Technology in Computer Science and Engineering

Mar Baselios Christian College of Engineering • Kerala, India • 2020

- Awarded a 60% scholarship for excellence in studies.

CERTIFICATIONS

Google UX Design Professional Certificate

Coursera • 2021

- The Certificate program is designed for those with no prior UX experience, teaching the core principles of user-centred design, the design process, and industry-standard tools. The curriculum is structured around building a professional portfolio, with learners completing end-to-end projects.

Basic Human Psychology and Facial Patterns

Research Based • 2022

Digital Skills: User Experience

FutureLearn - Accenture • 2020

SKILLS

UX Design: User Research, Empathy, Personas, Journey Mapping, Wireframing, Prototyping, Usability Testing, Accessibility (WCAG), A/B Testing, Interaction Design.

Tools: Figma, Adobe XD, Photoshop, Miro, Hotjar, Google Analytics, UXCam, Smartlook, CleverTap, SurveyMonkey.

Methods: Design Thinking, Agile/Scrum, Design Sprints, Stakeholder Workshops, OKR Planning, Heuristic Evaluation, Service Design.
