Mohamed Rinoj Hashim

Location: **Dubai, UAE. | Email**: rinoj.ux@gmail.com | **Phone**: +971 562335676
Portfolio: https://www.rinoj.in | **LinkedIn**: linkedin.com/in/rinojhashim

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 (Tech-Travel), India | Apr 2024 – Present

- 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 (E-Commerce), Dubai, UAE | Dec 2022 – Feb 2024

- 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 (FinTech), Dubai, UAE | Aug 2022 – Jan 2023

- Redesigned website and ran usability tests, improving conversion rate by 230% and better customer satisfaction.
- Introduced better user flows improving efficiency and better discoverability for referral programs.

UI/UX Designer - India, UAE, USA | Nov 2020 – Aug 2022 (please refer LinkedIn by clicking on for full Details)

Core 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

Certifications

• Google UX Design Professional Certificate – Coursera (2021)

• Digital Skills: User Experience – FutureLearn by Accenture (2020)

• Basic Human Psychology and Facial Patterns (Research-based) – 2022

Education

B.Tech, Computer Science & Engineering Graduate

Mar Baselios Christian College of Engineering, Kerala, India (2020)

• Awarded 60% merit scholarship.