Mohamed Rinoj Hashim

Location: **Dubai, UAE.**

Email: mrrinojj@gmail.com | Phone: +971 | Whatsapp: +91 7012450190

Portfolio: www.rinoj.in | LinkedIn: linkedin.com/in/rinojhashim

Professional 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.

Core Skills

UX Design: User Research | 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 | Jira | SurveyMonkey

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

Professional Experience

Senior Product Designer
Travacations (Tech-Travel Company), India | Apr 2024 – Present

- Led the end-to-end UX design and research for the Travion B2B SaaS platform over a 1.5 years timeline, steering the project from foundational research with over 200 professionals to the final mobile-first product evolution.
- Designed and validated core features, including a proactive "Smart Dashboard" and a community "Trust Hub," and built high-fidelity prototypes using HTML/CSS/JS to test complex AI-driven interactions and dynamic data.
- Drove a 60% faster on-the-go task completion rate and a 35% increase in daily user engagement, 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 500+ 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–Shopify 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 customer satisfaction by 40%.
- Revamped responsive web app, driving 45% higher engagement and reducing bounce rate by 30%.

UI/UX Designer (Freelance)
India, UAE, USA | Nov 2020 – Present

- Improved Riderz App UX for truck drivers, cutting task time from 8 min to under 3 min.
- Designed Xpresscue app to convert PDFs/documents into audio files, enhancing accessibility for visually impaired users.
- Revamped website for TKC (Kerala media company), improving usability and engagement.

UI/UX Designer & Researcher
Ortez Infotech, Kerala, India | Jan 2022 – Sep 2022

- Designed Shanthi Bhavan Donation App; increased donations by INR 200,000 in 90 days.
- Reduced donation process time from 15–20 minutes to 5 minutes with mobile-first UX.
- Delivered CRS app for hotels; streamlined reservation flow validated with usability testing.

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

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

• Awarded 60% merit scholarship