www.rinoj.in

Behance

LinkedIn

TOOLS:

- **Figma**
- Adobe XD
- Photoshop
- Gemini & Figma Make
- Miro
- Google Analytics
- Hotjar & Microsoft Clarity
- CleverTap
- Mockup
- Other AI Tools

MY SKILLS

- Empathy
- Wireframing & Prototyping
- Design & Critical Thinking
- Research & Storyboarding
- Basic Human Facial Patterns
- Leadership
- Open Finance UAE
- Accountability
- User Research
- Personas & Journey Mapping
- Usability Testing & A/B Testing
- Accessibility (WCAG)
- Interaction Design.

LANGUAGE

- **English, Malayalam, Hindi:**
  Read, Write & Speak
- **Arabic:** Read, Write

Mohamed Rinoj Hashim

Senior UX Designer, Product Designer

Dubai, U.A.E   Rinoj.ux@gmail.com   +971 562335676

SUMMARY:

Results-oriented Product Designer with 5 years of experience in **Fintech, E-Commerce & Travel-Tech**. Leveraging a B.Tech in Computer Science to bridge the gap between design and development (HTML/CSS). Expert in driving ROI, achieving a **2.3x increase in conversion rates and 60% faster task completion** through data-driven UX strategies.

EXPERIENCE:

Travacations (Travel - Tech SaaS)   India, April 2024 - Present

- Lead end-to-end UX for "Travion," a B2B travel SaaS platform, managing the product lifecycle from research to launch.
- Designed core "Client Management" and "Trust Hub" features, validating flows via interactive **HTML/CSS/JS prototypes** with Artificial Intelligence.
- Achieved a **60% faster task completion rate & 35% increase in user satisfaction**, securing an **88.5 SUS Score** (Grade A+).

OurShopee (E-Commerce CRM)   Dubai, UAE | December 2022 - February 2024

- Spearheaded the UX overhaul of the internal CRM used by 100+ staff members.
- Streamlined inventory workflows, **reducing task completion time by 40% and user errors by 25%.**
- Established a **Design system**, improving design efficiency and ensuring brand consistency.

Bankiom (FinTech)   Dubai, UAE | August 2022 - November 2022

- Redesigned the company website and onboarding flow, delivering a **2.3x increase in conversion rates**.
- Optimised referral program user flows to enhance feature discoverability and customer acquisition.

Freelance & Contract   India, US & UAE | November 2020 - July 2022

- Delivered **5+ digital products**, including the **ShanthiBhavan Donation App and a Hotel CRS (Centralised Reservation System)** for Ortez Infotech.
- Enhanced UX for the Riderz App (OurShopee), **optimising navigation for truck drivers to improve delivery efficiency**.
- Designed Ruchi Bakes, School App, Eyy Auto and more.

EDUCATIONAL INFO

2021/22 — **COURSE BY GOOGLE (COURSERA)**
Google UX Design Professional | Certfied Course | 96% grade

2020 — **FUTURELEARN (ACCENTURE)**
Digital Skills: User Experience | Certfied Online Course | 81%

2020 — **MAR BASELIOUS CHRISTIAN COLLEGE OF ENGINEERING, IDUKKI**
Computer Science And Engineering graduated on May 2020