

Mohamed Siddique

CONTACT

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EDUCATION

Bachelor Degree in
Information Technology

SSN College, Chennai

Jul 2015 – May 2019

SKILLS

Product Thinking,
Interaction Design, Visual
Design, Prototyping,
Illustration

CODING

HTML, CSS, Javascript,
C++, Swift

SOCIAL LINKS

[linkedin/msiddique26](#)

[dribbble/msiddique26](#)

[medium/msiddique26](#)

[github/siddique26](#)

Senior Product designer with 5+ years of experience designing mobile & web apps. I enjoy doing all the spectrum of the design process and I push pixels with a purpose.

EXPERIENCE

Zepto | Senior Product Designer

Feb 2022 – Present

- Designing grocery experiences in Zepto's 10 minutes delivery app.



Flipkart | Product Designer 2

Apr 2022 – Feb 2024

- Led the designs of Flipkart Fintech & Payments team.
- Redesigned the most used payments page in India.
- Led personalisation team in creating tailored experiences for different user cohorts (shoppers) in India.
- In growth charter, I proposed and designed over 50+ hypotheses to enhance shopping funnel optimisations and conversions.



Freshworks - Product Designer

Dec 2019 – Mar 2022

- Revamped the major lead generation feature for CRM.
- Designed Landing page builder with all essentials features for a digital marketer to publish website in minutes.
- Led the design of Freshworks CRM and Shopify integration flows.



MaidSafe - UX Designer

Dec 2018 – Nov 2019

- Redesigned the safenetwork.tech website.
- Co-led the design of a perpetual web browser (dApp) and the Safe Network desktop application.